University of Gdańsk

Subject card

Subject name and code	Intercultural Communication in Business, PG_00200452		
Field of study	Logistics and Mobility		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	English
Semester of study	4	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Katarzyna Bałandynowicz-Panfil	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	15.0	0.0	30

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	30	0.0	45.0	75

Subject objectives

Acquaint students with the latest research in the field of cultural determinants of business.

To prepare students to communicate and operate effectively in an intercultural business environment, with a particular

emphasis on working in international companies.

Laying the groundwork for further intercultural education using the principles of cultural intelligence.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[LMMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	a student is ready to observe and develop the principles of business ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[LMMU2_W03] has a knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	The student has in-depth knowledge of the relationships of business entities in an intercultural environment.	[SW4] test/exam - oral or written
[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student correctly analyzes and solves tasks related to enterprise management at the crossroads of cultures.	[SK4] test/exam - oral or written
[LMMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	a student knows and understands cultural conditions related to intercultural communication in business	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1. Cultural determinants of international business

2. National cultures

3. Cultural stereotypes

4. Cultural differences and individual diversity

5. Time perception

6. The importance of gender in national cultures

7. The main religions and ideologies of the world

8. Tradition in cultures

9. Intercultural communication in business

10. Non-verbal communication

11. Cultural determinants of talks and negotiations

12. Cultural determinants of market strategies in the international environment

13. External conditions for doing business in different countries and cultures

14. Comprehensive cultural identification of selected countries

W ramach zajęć student realizuje zadanie projektowe dotyczące kompleksowej identyfikacji kultur biznesu. Wyniki projektu są dyskutowane i prezentowane podczas zajęć.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">Knowledge of the basic concepts of international management, international marketing.</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>project</td><td>51.0%</td><td>40.0%</td></tr>
<tr><td>discussion/presentation</td><td>51.0%</td><td>10.0%</td></tr>
<tr><td>exam (test)</td><td>51.0%</td><td>50.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">• Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, Remland 2007
• Cross-Cultural Business Behavior, Gesteland, Richard R., Copenhagen Business School Press, 2012
• When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005
• Mind Your Manners, J. Mole, Nicholas Brealey; 3 edition, 2003 Cultures and Organizations, G. Hofstede, McGraw-Hill Education; 3 edition, 2010</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">• R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic, International Marketing Review 18(3), 2001
• P.K.Morris, J.A. Waldman, Culture and Metaphors in Advertising: France, Germany, Italy, the Netherlands, and the United States, International Journal of Communication 5, 2011
• K. Bałandynowicz-Panfil,, The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">The impact of cultural differences on the strategies of international enterprises.Cultural differences in business communication.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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