

Subject card

Subject name and code	Successful intercultural communication, PG_00202529						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Grottel				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	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		95.0	125
Subject objectives	The aim of the course is to: - prepare students to participate in public debates, multilateral negotiations, and to create and deliver presentations on selected business topics in a professional manner, in accordance with the principles of effective public speaking - develop skills in self-presentation, presenting academic or professional papers, and active participation in discussions						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student is able to participate in a debate, present, evaluate and discuss various points of view in the field of international business, taking into account cultural differences.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	The student is able to work in culturally diverse teams.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	The student is able to lead a team and collaborate within a culturally diverse group.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to lead a team and collaborate within a culturally diverse group.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to cooperate and work in an international group, assuming different roles in it.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[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	The student is able to lead a team and collaborate within a culturally diverse group.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to lead a team and collaborate within a culturally diverse group.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to interact and work in an international group, assuming various roles.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGL3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to actively participate in debates, present their own position, and support it with knowledge based on facts and statistics reflecting the economic situation in the country and region.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGL3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	1. Theoretical foundations of communication and negotiation in an intercultural context. 2. Communication and negotiation strategies in an international environment. 3. Time and place of negotiations. 4. The negotiation team division of roles and responsibilities. 5. Styles and types of behavior in communication. 6. Disturbances and barriers in communication and negotiations. 7. Culture shock. 8. Manipulation in communication and negotiations. 9. Principles of preparing a good presentation. 10. Golden rules of communication student presentation. For several years, the course has been conducted in collaboration with a partner university in Belgium, Artevelde University of Applied Sciences in Ghent. Part of the course is delivered in a modular format during the last week of March. Specific details regarding the class schedule are provided during the initial sessions. During the consultation, the student discusses the substantive aspects of the final project with the instructor.		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in a debate	51.0%	60.0%
	preparation and presentation of a group project	51.0%	40.0%
Recommended reading	Basic literature	1. Business communication: process and product. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008. 2. Gene Zelazny, Say it with presentations: how to design and deliver successful business presentations, 2nd [rev. & expanded.]., New York : McGraw-Hill, 2013. 3. Carmine Gallo, The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience, Columnist, Businessweek.com. 4. Patricia Moor, How to avoid Death by PowerPoint, NZ Business, Nov 2011, Vol. 25 Issue 10, p. 48-51.	
	Supplementary literature	Materials provided by the lecturer.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.