

## Subject card

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| Subject name and code                       | Intercultural Communication in Business, PG_00209523                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          |                                         |                                     |                                                                                                                      |            |     |
| Field of study                              | German Studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                                                                      |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                          | Academic year of realisation of subject |                                     | 2026/2027                                                                                                            |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>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                               | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          | Language of instruction                 |                                     | German                                                                                                               |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          | ECTS credits                            |                                     | 3.0                                                                                                                  |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          | Assessment form                         |                                     | credit                                                                                                               |            |     |
| Conducting unit                             | Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                      |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          | dr Izabela Kujawa                       |                                     |                                                                                                                      |            |     |
|                                             | 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                                                       |                                         | 4.0                                 |                                                                                                                      | 41.0       | 75  |
| Subject objectives                          | The aim of the classes is to develop skills in active and effective communication with German-speaking partners, taking into account intercultural factors. Students will learn various forms and tools of business communication, principles of composing correspondence including external business correspondence and internal organizational documents. They will also gain an understanding of the role of language and communication in efficient business management within cultural and intercultural contexts, as well as communication techniques in internal and external organizational relations. |                                                          |                                         |                                     |                                                                                                                      |            |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Subject outcome   | Method of verification        |
|                                 | [FGMU2_K05] They are prepared to contribute to the achievements, to perform professional roles responsibly, taking into account the changing needs of society.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                               |
|                                 | [FGMU2_W05] Has an in-depth knowledge and understanding of the linguistic and cultural factors influencing intercultural communication, with particular focus on the Polish-German context.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                               |
|                                 | [FGMU2_U05] They are able to use knowledge from the humanities and social sciences in analysing and solving problems arising in the work of a German philologist, particularly in the context of intercultural communication.<br>n.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                               |
|                                 | [FGMU2_U07] They are able to debate selected topics in German.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                               |
|                                 | [FGMU2_W07] They have an knowledge and understanding of the key issues and challenges facing modern civilisation, as reflected in the cultural texts and language of the countries of the German language area.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                               |
| Subject contents                | <ul style="list-style-type: none"> <li>Forms of interpersonal communication in business (personal branding, small talk, elevator pitch).</li> <li>The role of language and communication in effective business management.</li> <li>Communication techniques in internal and external organizational relationships.</li> <li>Linguistic analysis in the cultural and intercultural business context.</li> <li>Forms of mass communication in business (meeting moderation, negotiation conduct, presentations).</li> <li>Principles of drafting external business correspondence: inquiries, offers, orders, payment processing, complaints, ceremonial letters (speeches, congratulations, thanks, greetings, farewells).</li> <li>Principles of drafting internal organizational planning and reporting documents (plans, schedules, reports, protocols).</li> <li>Documentation related to employment commencement/termination: job application, cover letter, curriculum vitae, references, termination of employment letter.</li> </ul> |                   |                               |
| Prerequisites and co-requisites | Knowledge of the German language enabling the achievement of the intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                               |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Passing threshold | Percentage of the final grade |
|                                 | written final exams                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 51.0%             | 40.0%                         |
|                                 | Oral/written assignments prepared at home or formulated during classes, group work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 51.0%             | 20.0%                         |
|                                 | written tests                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 51.0%             | 20.0%                         |
|                                 | oral presentations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 51.0%             | 20.0%                         |

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|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Eismann V. 2006. Erfolgreich am Telefon und bei Gesprächen im Büro. Training berufliche Kommunikation. Berlin: Cornelsen Verlag.</li> <li>• Eismann V. 2007. Erfolgreich in der interkulturellen Kommunikation. Training berufliche Kommunikation. Berlin: Cornelsen Verlag.</li> <li>• Eismann V. 2010. Erfolgreich in der geschäftlichen Korrespondenz. Training berufliche Kommunikation. Berlin: Cornelsen Verlag.</li> <li>• Eismann V. 2013. Wirtschaftskommunikation Deutsch. Verlag Lektorklett.</li> <li>• Frindte W. 2001. Einführung in die Kommunikationspsychologie. Weinheim.</li> <li>• Kiefer K.-H. 2013. Der letzte Schliff. Intensiv-Training für polnische Deutschlerner in Studium und Beruf. Warszawa: Wydawnictwo Poltext.</li> <li>• Kujawa, I. (ed.) 2020: Wirtschaftsdeutsch als Fremdsprache. Ein Leitfaden mit ausgewählten Themen für die Praxis. Gdańsk: Wyd. UG.</li> <li>• Levy-Hillierich D., Feams A., 2009. Kommunikation im Beruf für alle Sprachen: B1-B2 Kommunikation in der Wirtschaft. Berlin: Cornelsen Verlag.</li> <li>• Wergen J., Wörner A., 2013. PONS Bürokommunikation Deutsch: Musterbriefe, Textbausteine und Übungen für jeden geschäftlichen Anlass. Stuttgart: Pons.</li> </ul> |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>• Buscha A., Linthout G., 2007. Geschäftskommunikation Verhandlungssprache: Deutsch als Fremdsprache. München: Hueber Verlag.</li> <li>• Dregger, H., Dregger, P., 1998. Polsko-niemiecki i niemiecko-polski słownik handlowo-finansowy. Warszawa: Poltext.</li> <li>• Hering A., Matussek M., 2007. Geschäftskommunikation Besser schreiben: Deutsch als Fremdsprache. München: Hueber Verlag.</li> <li>• Kienzler, I. 2000. Słownik prawniczo-handlowy niemiecko-polski i polsko-niemiecki. Janki k. Warszawy: AW Morex.</li> <li>• Kilian A. 2002. Słownik języka prawniczego i ekonomicznego polsko-niemiecki i polsko-niemiecki. Warszawa: C. H. Beck.</li> <li>• Rohrer, H.-H. 2008. Kommunizieren im Beruf: 1000 nützliche Redewendungen. Lehr- und Arbeitsbuch. Verlag Lektorklett</li> <li>• Kafka, W., Majakiewicz, A., Ziemska, J., Zubik, K. 2008. Aktuelles zu Wirtschaft und Politik. Warszawa: C. H. Beck.</li> </ul>                                                                                                                                                                                                                                                                                                   |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Example issues/<br>example questions/<br>tasks being completed | <p>Prepare and present a 2-minute elevator pitch about your skills and professional experiences.</p> <p>Conduct a simulation meeting with an investor, during which you will present your elevator pitch and answer questions.</p> <p>Prepare a business meeting plan on a selected topic, including the agenda, participants' roles, and expected outcomes.</p> <p>Conduct a simulated meeting where you will act as the moderator. Then, write a short analysis of the effectiveness of your moderation.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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