University of Gdańsk

Subject card

Subject name and code	Cultural environment in business, PG_00137261						
Field of study	Japanese Studies						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2028/2029			
Education level	Bachelor'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	Polish			
Semester of study	4		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		2.0		18.0	50
Subject objectives	The aim of the classes is to familiarize students with the essence of the influence of culture on running a business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[JAPL3_K05] Recognizes ethical dilemmas in cultural, translation, and business activities, acts in accordance with the principles of professional ethics, and respects the achievements of the profession.	Is aware of moral problems and ethical dilemmas related to running a business in a multicultural environment.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[JAPL3_W11] Has knowledge of the principles of establishing and developing cultural, translation, and business ventures at the intersection of Poland and Japan.	Knows the rules for performing tasks, procedures and standards applicable in international organizations, especially those that cooperate with Japanese entities.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[JAPL3_W08] Knows the basics of economics, the Japanese economy, and the mechanisms of functioning in an intercultural business environment.	Possesses a well-organized and detailed knowledge of selected topics related to management, marketing, and negotiation, with a focus on practical application in business operations, particularly in the area of international cooperation involving the Polish and Japanese languages.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[JAPL3_W09] Understands the theory and practical issues of intercultural communication, with particular emphasis on the Polish-Japanese context.	Is familiar with the rules for performing tasks, procedures, and standards applicable in international organizations, particularly those that collaborate with Japanese entities.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[JAPL3_U11] Can effectively plan work on assigned tasks and work in a multilingual and intercultural team, including identifying and analyzing barriers to intercultural communication.	By applying theories from the field of cultural studies, they are able to identify barriers to intercultural communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[JAPL3_K04] Is ready to fulfill social obligations and co-organize activities for the benefit of the intercultural community.	Respects differences in perspective rooted in diverse national and cultural backgrounds, and takes steps to promote the integration of cultures and societies.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task
	[JAPL3_U03] Uses basic theoretical tools of cultural and religious studies and linguistics in the analysis of Japanese culture and language.	Is able, both independently and under the guidance of an academic advisor, to acquire the knowledge necessary to analyze issues related to management, marketing, and intercultural communication, and to conduct such analyses.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
Subject contents	Cultural environment - diversity of definitions of national culture and its elements (R. Linton, E.B. Taylor, P. Cateor and P. Ghuari, G. Hofstede, E. Hall), culture and civilization, stereotypes and prejudices - barriers resulting from the cultural background, the main cultural orientations, variety of classifications and models of division of national cultures. The concept of social character and national character. The importance of the cultural environment in international business - areas of international business, forms of international orientation of enterprises. Linguistic diversity in the international activities of enterprises - communication as a process of transmitting information, linguistic diversity of the international market, diversity of verbal communication styles, context in verbal communication, impact of verbal language on the areas of international business. Non-verbal communication in the international activities of enterprises. Specificity of management in a multicultural organization. Marketing strategies on various national markets: the concept of international and global marketing, international orientation of enterprises, standardization and adaptation in marketing, the international environment of the enterprise (economic and market environment, demographic, socio-cultural, political, legal and administrative environment), country of origin effect, types international strategies (from local to global strategy), implementation of product policy. International negotiations: the nature of negotiations, techniques of shaping the place of negotiations, barriers to international negotiations, cultural diversity of negotiation styles, main areas of cultural diversity of negotiation styles.		
Prerequisites and co-requisites			

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>partial grades received during the semester for tasks proposed by the teacher, including project tasks and group work</td><td>51.0%</td><td>90.0%</td></tr>
<tr><td>active participation in classes and moderated discussions</td><td>80.0%</td><td>10.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Barker C. Studia kulturowe. Teoria i praktyka, Kraków 2003. Griffin E. Podstawy komunikacji społecznej, Gdańsk 2003. Hall E.T., Ukryty wymiar, Warszawa 2003. Hofstede G. Kultury i organizacje. Zaprogramowanie umysłu, Warszawa 2000. Mikułowski-Pomorski J., Komunikacja międzykulturowa, Kraków 1999. Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, red. J. Stewart, Warszawa 2003. Ociepka B. Komunikowanie międzynarodowe, Wrocław 2002. Bartosik-Purgat M., Otoczenie kulturowe w biznesie międzynarodowym, Warszawa 2006. Burszta W. Antropologia kultury, Poznań 1998. Gesteland R. Różnice kulturowe a zachowania w biznesie, Warszawa 2000. Wołowik W., Międzynarodowy język ciała, Kraków 1998.</td></tr>
<tr><td>Supplementary literature</td><td>Bartmiński J., Językowy obraz świata, Lublin 1999. Dylematy wielokulturowości, red. W. Kalaga, Kraków 2004. Hampden-Turner C., Trompenaars A. Siedem wymiarów kultury, Warszawa 2002. Komunikacja międzykulturowa: zderzenie i spotkania. Antologia tekstów, red. A. Kapciak, A. Tyszka, Warszawa 1996. Nęcki Z., Komunikacja międzyludzka, Kraków 2000.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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