Course title	Cultural Differences in Business (Excluding IB students)	ECTS code	14.03.5345
		ECTS credits	5
		max. students	30

Name of unit administrating study	KBM	Field of study	Economics/MSG**	Field of specialisation	NONE;

Teaching staff	Ewa Oziewicz, Professor

Number of hours

Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SS1, 2 SS2, 1 SS2,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	5, 3, 1,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:	0	Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Collaborating, group activities, Case studies, Tutorial mainly for the Erasmus students, max. number of Polish students: 12

Prerequisites (required courses and introductory requirements)

Required courses	There are no formal pre-course requirements.
Introductory requirements	A good command of English and general knowledge of economic and social issues.

Assessment method, forms and criteria

Assessment method	Course completion (graded)
Assessment criteria	Each student's grade consists of: written assessment - exam (40%), group task including presentation (40%) and active presence during tutorials (20%) Written colloquium: different types of questions from literature and lectures

Course objectives

To awake students' awareness of cultural differences and their influence upon business.

Learning outcomes

Knowledge	MSG1_W06	Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.
	MSG2_W10	Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.
	E1_W03	Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.
	E2_W03	Students are conscious of diversity of business cultures across nations and its peoples. They have knowledge about cultural differences and their influence upon international business. They become aware of implications of cross-cultural differences on business transactions. Students know basic theories concerning cultural differences. They know dimensions of culture and basic cultural differences.

Verification of learning outcomes - Knowledge

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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W10			X				X	X			
MSG1_W10			X				X	X			
E1_W03			X				X	X			
E2_W03			X				X	X			

Skills		
	MSG1_U09	Students are able to distinguish different behaviours in various cultures and properly understand them. They can name and distinguish the dimensions of culture. They know how to interpret indices of those dimensions and compare them. They are able to analyze facts concerning individual countries and their cultures. By preparing presentations in groups they know how to work together and share tasks. They know how to prepare to business operations in foreign countries - what is important while undertaking business with foreigners. They know how to overcome cultural barriers through effective communication.
	MSG1_U14	Students can communicate in international and culturally diversified environment using proper terminology and supporting themselves with chosen theories.
	MSG1_U16	Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning.
	MSG2_U08	Students can communicate in international and culturally diversified environment using proper terminology and supporting themselves with chosen theories.
	MSG2_U14	Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning.
	E1_U10	Students are able to prepare oral presentations in English using specific terminology and models of culture
	E1_U12	Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning.
	E2_U10	Students are able to prepare oral presentations in English using specific terminology and models of culture
	E2_U12	Students recognize the limits of their knowledge as well as the importance and necessity of lifelong learning.

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U09			X				X	X			
MSG1_U14			X				X	X			
MSG1_U16			X				X	X			
MSG2_U08			X				X	X			
MSG2_U14			X				X	X			
E1_U05			X				X	X			
E1_U10							X	X			
E2_U05			X				X	X			
E2_U10							X	X			
E1_U12			X				X	X			

Attitudes		
	MSG1_K06	Students realize how important it is to communicate properly, especially between cultures. They understand that the knowledge of cultural differences is extremely important while conducting international business. They know how to work in teams..

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	MSG1_K07	Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different.
	E1_K06	Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different.
	MSG2_K07	Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different.
	E2_K05	Students are aware of solving properly problems connected with cultural differences and how it influeneces effects of coducting business.
	E2_K06	Students become sensitive to cultural differences and understand that there are no worse or better cultures, that they are only different.

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K06			X				X	X			
MSG1_K07			X				X	X			
E1_K06			X				X	X			
MSG2_K07			X				X	X			
E2_K05			X				X	X			
E2_K06			X				X	X			

Course contents

1. Introduction to cross-cultural differences in business. Lecture aims, contents and student tasks.
2. How cultural differences affect business
3. Definitions of culture
4. Intercultural versus cross-cultural communication
5. Models of culture - basic knowledge
6. Hofstede's dimensions of culture
7. Challenge of cross-cultural management in the modern world. Understanding cultural differences
8. Challenge of cross-cultural management in the modern world. Understanding cultural differences ctd.
9. Consequences of cultural differences: stereotypes and prejudices
10. Influence of globalization processes on culture. Diffusion of cultures. Cultural divergence versus convergence in the contemporary world
11. Englishes in cross-cultural communication.
12. Case studies. Presentations of students' group work I
13. Case studies. Presentations of students' group work II
14. Case studies. Presentations of students' group work III
15. Written assessment - exam

Recommended reading lists

Basic sources:
R. Gesteland, *Spanning the chasme of cultural gap*,
http://economictimes.indiatimes.com/articleshow/39466904.cms?prtpage=1
www.kwintessential.co.uk
Supplementary sources:
S. P. Verluyten, *Intercultural Communication in Business and Organisations. An Introduction,* ACCO, Louven 2002.
G. Hofstede, *Cultures and Organizations. Software of the Mind,* McGraw-Hill, New York 1997 or later editions

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations

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