

Course title		Intercultural Communication in Business				ECTS code		14.3.EM.KL.486			
						ECTS credits		5			
Name of unit administrating study		IHZ	Field of study		MSG**	Field of specialisation		IB;			
Teaching staff		Katarzyna Baładynowicz-Panfil, PhD ; Magdalena Jażdżewska-Gutta, Ph.D. ; Ewa Oziewicz, Professor									
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*		2 SS2,			
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:		obligatory			
Total number of hours:						0		Language of instruction:		English	
Teaching form		in-class learning Wydział Ekonomiczny									
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities, Case studies,									
Prerequisites (required courses and introductory requirements)											
Required courses		Gained knowledge confirmed by taken classes: International Economic Relations, Globalization and Regionalisation in World Economy.									
Introductory requirements		Knowledge of basic concepts of international management, international marketing.									
Assessment method, forms and criteria											
Assessment method		Course completion (graded)									
Assessment criteria		<p>To get the credit for classes: particpance in classes (1 absence allowed), deliver at least one presentation, taking active part in negotiations, submission of a project.</p> <p>To get the final mark: credit for classes, essential and formal quality of prepared and presented group essayes and quality of conclusions (30%) as well as presentations during classes (15%), activity in classes (5 %), simulation (10%), final test: multiple choice test based on the lecture, handouts and additional literature (50%).</p> <p>The grading scale is consistent with the study regulations.</p>									
Course objectives											
<p>To familiarize students with the latest research in the field of cultural conditions of business. Preparing students to effectively communicate and act in an intercultural business environment with particular emphasis on working in multinational companies. Creating the basis for further intercultural education with principles of the cultural intelligence.</p>											
Learning outcomes											
Knowledge		MSG2_W07	Student knows the role of cultural differences in successful decision making and management in international environment.								
		MSG2_W09	Student describes properly the characteristics of selected world cultures and a meaning of communication differences in a decision making process by managers and employees.								
		MSG2_W15	Student knows how to identify and describe various classifications of cultures, especially in a perspective of doing business in an international environment, compared with national enterprises.								
		MSG2_W16	Student can identify areas in which culture influences international business and its organizational structures: time, gender, religion and tradition.								
Verification of learning outcomes - Knowledge											

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W07				X				X	X		
MSG2_W09	X			X		X		X			
MSG2_W15	X								X		
MSG2_W16	X			X		X		X			

Skills	MSG2_U02	Student is able to analyze and compare different organizational cultures and to draw conclusions on the basis of known classifications of cultures.									
	MSG2_U12	Student collects proper knowledge and data to evaluate external and internal communication strategies of international companies on the example of case studies.									
	MSG2_U13	Written essay on the chosen intercultural challenge of business cultures of a chosen country proves high ability to collect data and to present own opinions.									
	MSG2_U14	Student correctly analyzes the relationship between national culture and business as well as presents his opinion publicly.									

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
MSG2_U02				X		X		X			
MSG2_U12				X				X	X		
MSG2_U13				X							
MSG2_U14						X		X			

Attitudes	MSG2_K03	Student keeps criticism in expressing opinions in highly difficult cross-cultural business environment, is able to recognize an importance of cultural knowledge from a perspective of employees in international organisations.									
	MSG2_K04	Working in a team gives also an opportunity to develop communication skills, especially in an area of a group responsibility.									
	MSG2_K07	Student, during discussions, can reconcile the arguments of representatives of different cultures, maintaining sensitivity to cultural differences and their sources.									

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
MSG2_K03						X			X		
MSG2_K04				X			X				
MSG2_K07								X	X		

Course contents

1. Cultural conditions of international business
2. National cultures
3. Cultural stereotypes
4. Cultural differences vs. individual diversity
5. Perceptions of time
6. Meaning of gender in national cultures
7. Core world religions and ideologies
8. Tradition in cultures
9. Cross-cultural communication in business activities

10. Nonverbal communication
11. Cultural conditions of conversations and negotiations
12. Cultural conditions of market strategies in international environment
13. External conditions of making business in different countries and cultures
14. Complex cultural identification of chosen countries

Recommended reading lists

- Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt
- World's business cultures and how to unlock them, B. Tomalin, M. Nicks
- Cross-Cultural Business Behavior, Gesteland, Richard R.
- When Cultures Collide : Leading Across Cultures (3rd Edition), Lewis, Richard D.
- Mind Your Manners, J. Mole
- Cultures and Organizations, G. Hofstede

Additional literature:

- Articles by M. de Mooij
- B. Czarnecka, R. Brennan, How well does GLOBE predict values in advertising? A content analysis of print advertising from the UK, Ireland, Poland and Hungary
- R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic
- P.K.Morris, J.A. Waldman, Culture and Methaphors in Advertising
- J. House and others, Culture, leadership, and organizations: the GLOBE study of 62 societies
- N.J. Adler, Communicating across Cultural Barriers

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations