

Course title		Intercultural Communication in Business						ECTS code		14.3.EM.KL.486	
								ECTS credits		3	
Name of unit administrating study		KZPR		Field of study		MSG**		Field of specialisation		IB;	
Teaching staff		Katarzyna Bałandynowicz-Panfil, PhD ; Magdalena Jażdżewska-Gutta, Ph.D.									
Number of hours											
Lectures	15	Classes	15	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):						55	Semester:		4,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						20	Type of course:		obligatory		
Total number of hours:						75	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: 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		To get the credit for classes: participation in classes (1 absence allowed), deliver at least one presentation, taking active part in negotiations, submitting of a project. To get the final mark: credit for classes, essential and formal quality of prepared and presented group essays and quality of conclusions (30%) as well as presentations during classes (15%), activity in classes (5 %), simulation (10%), final exam: written based on the lecture, handouts and additional literature (50%). The grading scale is consistent with the study regulations.									
Course objectives											
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.											
Learning outcomes											
Knowledge		MSG2_W09	Student has in-depth knowledge of the functioning of a modern enterprise in an international environment, understands the cultural conditions, principles and consequences of decisions made in international structures of enterprises, aimed at the development and relationships between enterprises in an intercultural environment.								
		MSG2_W10	Student has in-depth knowledge of cultural conditions related to running a business in an international and intercultural environment								
		MSG2_W14	Student has in-depth knowledge of a man as an individual making decisions in social and business structures, in particular in enterprises operating in an intercultural environment								
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_W09	X			X				X	X		X
MSG2_W10	X			X			X	X			
MSG2_W14	X								X		X

Skills	MSG2_U04	Student is able to use his knowledge in the field of cultural conditions to formulate and solve complex problems related to the functioning of enterprises on the international market, with a particular EU market
	MSG2_U08	Student is able to communicate in an intercultural environment, using advanced terminology in the field of international economic relations and international management; in the discussion, he uses documentation based on selected theories, literature on the subject and statistical data
	MSG2_U12	Student is able to manage the work of the team as well as cooperate and work in a team, in particular in an intercultural team, assuming the leading role of an organizer and initiator of work in it

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_U04				X			X	X			
MSG2_U08				X				X	X		
MSG2_U12				X			X				

Attitudes	MSG2_K01	Student is ready to recognize the importance of knowledge in the field of economics in the process of identifying and solving problems in the area of international economic and intercultural relations, recognizes the advisory role of experts in solving problems in this environment
	MSG2_K03	Student is ready to actively participate in groups and institutions implementing professional international and intercultural projects regarding the functioning of business entities in a globalizing and integrating environment
	MSG2_K05	Student is ready to initiate activities for the public interest, inspire and organize projects for the intercultural environment of international business, in accordance with the idea of sustainable development and the resulting social and humanitarian requirements
	MSG2_K07	Student is ready to follow and develop the principles of corporate social responsibility ethics, takes into account the changing social needs in different countries, respects the diversity of cultures, is professional and loyal to the employer

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_K01								X	X		
MSG2_K03				X			X				
MSG2_K05								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

Basic literature:

- Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, Remland 1998
- World's business cultures and how to unlock them, B. Tomalin, M. Nicks, Thorogood; 2 edition, 2010
- Cross-Cultural Business Behavior, Gesteland, Richard R., Copenhagen Business School Press, 2012
- When Cultures Collide : Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005
- Mind Your Manners, J. Mole, Nicholas Brealey; 3 edition, 2003
- Cultures and Organizations, G. Hofstede, McGraw-Hill Education; 3 edition, 2010

Additional literature:

- Articles by M. de Mooij (varia)
- 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, Proceedings Of 8th EAA International Conference on Research in Advertising, 2009
- R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic, International Marketing Review 18(3), 2001
- P.K.Morris, J.A. Waldman, Culture and Metaphors in Advertising: France, Germany, Italy, the Netherlands, and the United States, International Journal of Communication 5, 2011
- J. House and others, Culture, leadership, and organizations: the GLOBE study of 62 societies, SAGE Publications, Inc; 1 edition, 2004
- N.J. Adler, Communicating across Cultural Barriers, International Dimensions of Organizational Behavior (2nd ed.). Boston, MA: PWS-KENT Publishing Company, 1991
- K. Bałandynowicz-Panfil,, The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comperative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012

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

** MSG - International Economic Relations