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| 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 Baładynowicz-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, submission 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 |

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|----------|---|--|--|---|--|--|---|---|---|--|---|
| MSG2_W09 | X | | | X | | | | X | X | | X |
| MSG2_W10 | X | | | X | | | X | X | | | |
| MSG2_W14 | X | | | | | | | | X | | X |

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| 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 | | | | |

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| 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 Methaphors 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 Oganizational Behavior (2nd ed.). Boston, MA: PWS-KENT Publishing Company, 1991
- K. Baładynowicz-Panfil,, The Role of Older People as Consumers - the Comparative Analysis of Old and New Mamber States of European Union, "Comperative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012

Contact

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

** MSG - International Economic Relations