

COURSE CARD

To be filled in by the Field of Study Committee	Module (course block) name: DIRECTIONAL SUBJECTS				Module code: E		
	Course name: Cultural Determinants of International Business				Course code: 47.2.		
	Organisational Unit conducting the course/module: Instytut Ekonomiczny						
	Field of study: Administration				Study cycle: bachelor		
	Mode of study: full - time				Study profile: practical		
	Year / semester: III/V		Course/module status: optional			Course/module language: English	
	Form of tuition	lecture	class	laboratory	project	seminar	other (please, specify)
	Course load (hrs)		30				
Module/course coordinator		mgr Marta Aniškowicz					
Lecturer		mgr Marta Aniškowicz					
Course/module objectives		<p>This course will be taught in English. The central goal in this course is to enhance the students' communicative competence in international business communication. The course offers special insight into good communication strategies relevant for international business. Students will develop practical oral and written skills in business to business and business to customer communication. They will gain knowledge about cross-cultural business communication, international negotiations and business ethics. Students will learn general principles for professional business communication, and develop an understanding of how contextual factors such as national culture, values and organizational culture influence communication and decisions in an organization.</p>					
Entry requirements		-					
LEARNING OUTCOMES							
No.	Learning outcome description					Reference to the learning outcomes for Field of Study	
Knowledge – the student:							
01.	has knowledge about cross-cultural business communication, international negotiations and business ethics					K1P_W02 K1P_W09	
02.	has knowledge of cultural theory, sources of cultural differences in particular countries and regions, the most important areas of cultural diversity and knows the importance of cultural differences for international business.					K1P_W09	
Skills – the student:							
03	can communicate in English in business environment					K1P_U17	
04	is able to develop and present a multimedia presentation on intercultural issues.					K1P_U14	
05	is able to give examples of the companies activities in the international market in which the local or regional cultural specificity has been considered					K1P_U13	
Social competences – the student:							
06	actively cooperates in the group, taking various roles in it					K1P_K03	

07	Publicly present ideas and reflections on cultural determinants of international business in a well-documented and persuasive way	K1P_K01 K1P_K04 K1P_K07
CURRICULUM CONTENTS		
Lecture		
Classes		
Definitions of culture and international business. Internationalization of companies. Environment of international business. Levels, types, elements and models of culture. Cultural zones, regional cultural factors. Cultural factors and international marketing. Intercultural marketing. Cultural factors in consumer behaviour. Country of origin effect. Consumer ethnocentrism. Cultural stereotypes. Cultural differences and individual diversity. The concept of approach to time. the importance of gender in national cultures. Basic world religions and ideologies Tradition in culture: traditions, holidays and rituals in selected cultures (countries), the influence of rituals on business culture, the importance of tradition in running international business. Intercultural communication in the activities of enterprises. Non-verbal communication. Concepts of power and hierarchy in different cultures Cultural determinants of conducting talks and business negotiations. Cultural conditioning of market activities in the international environment. External determinants of doing business in different countries and cultures: bureaucracy, corruption, policy and business infiltration , the role of trade unions, ethics and law in business.		
Laboratory		
Basic literature	<ol style="list-style-type: none"> 1. Zenderowski R., Kosiński B., <i>Różnice kulturowe w biznesie</i>, CeDeWu, Warszawa 2016 2. Hofstede G., <i>Kultury i organizacje: zaprogramowanie umysłu</i>, PWE, Warszawa 2007 3. Gesteland R.R., <i>Różnice kulturowe a zachowanie w biznesie</i>, PWN, Warszawa 2000 4. Kendig M., <i>Negocjacje międzynarodowe</i>, Difin 2009 5. Winkler R., <i>Zarządzanie komunikacją w organizacjach zróżnicowanych kulturowo</i>, Kraków 2008 	
Additional literature	Magazyn Harvard Business Review 2016-2019	
Teaching methods	multimedia presentation case study analysis of texts with discussion watching short movies with discussion	
Form and terms of awarding credits	Multiple choice test 50%, Multimedia presentation 30%, Attendance to classes 20% Substantive and formal quality of the presentation, proper selection of bibliography and ability to achieve, as well as activity and attendance. For the test exam, it is necessary to obtain 51% of all possible points to be earned.	
Learning outcomes verification methods		Learning outcome number
Test		01, 02, 05
Multimedia Presentation		03, 04, 07
Active participation in classes, Case study		03, 05, 06, 07
STUDENT WORKLOAD		
Type of activity/tuition	Number of hours	
	Total	Activities related to practical

		professional preparation
Participation in lectures		
Independent study of lecture topics		
Participation in classes and laboratories*	30	30
Independent preparation for classes*	45	45
Preparation of projects/essays/etc. *	45	45
Preparation for examination/credit awarding test	30	30
Participation in consultation hours	1	
Other		
TOTAL student workload in hours	151	150
Number of ECTS credits for the course	6	
Number of ECTS credits assigned to the scientific discipline	Ekonomia i finanse 6	
Number of ECTS credits associated with practical classes *	6	
Number of ECTS credits for classes which require direct participation of lecturers	3	