

|   |  |  |                                       |            |                                 |  |                         |
|---|--|--|---------------------------------------|------------|---------------------------------|--|-------------------------|
| To be filled in by the Field of Study Committee | Module (course block) name: <b>ELECTIVE COURSE</b>   |  |                                       |            | Module code: E <b>EM</b>        |  |                         |
|   | Course name: <b>Cultural Determinants of International Business</b>  |  |                                       |            | Course code: 41.3.              |  |                         |
|   | Organisational Unit conducting the course/module: <b>Instytut Ekonomiczny</b>  |  |                                       |            |                                 |  |                         |
|   | Field of study: <b>Economy</b>   |  |                                       |            | Study cycle: <b>bachelor</b>    |  |                         |
|   | Mode of study: <b>full - time</b>  |  |                                       |            | Study profile: <b>practical</b> |  |                         |
|   | Year / semester: <b>III/V</b>  |  | Course/module status: <b>optional</b> |            |                                 | Course/module language: <b>English</b>                       |                         |
|   | Form of tuition  | lecture  | class                                 | laboratory | project                         | seminar  | other (please, specify) |
| Course load (hrs)                               |  | <b>30</b>  |                                       |            |                                 |  |                         |
| 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                              |  | -  |                                       |            |                                 |  |                         |
| <b>LEARNING OUTCOMES</b>                        |  |  |                                       |            |                                 |  |                         |
| No.   | Learning outcome description   |  |                                       |            |                                 | Reference to the learning outcomes for <b>Field of Study</b> |                         |
| <b>Knowledge – the student:</b>                 |  |  |                                       |            |                                 |  |                         |
| 01  | has knowledge about cross-cultural business communication, international negotiations and business ethics  |  |                                       |            |                                 | K1P_W06<br>K1P_W13   |                         |
| 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_W07  |                         |
| <b>Skills – the student:</b>                    |  |  |                                       |            |                                 |  |                         |
| 03  | can communicate in English in business environment   |  |                                       |            |                                 | K1P_U13  |                         |
| 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<br>K1P_U16   |                         |
| <b>Social competences – the student:</b>        |  |  |                                       |            |                                 |  |                         |
| 06  | actively cooperates in the group, taking various roles in it   |  |                                       |            |                                 | K1P_K01  |                         |
| 07  | Publicly present ideas and reflections on cultural determinants of international business in a well-documented and persuasive way  |  |                                       |            |                                 | K1P_K02  |                         |

## CURRICULUM CONTENTS

### 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.

|                  |  |
|------------------|--|
| Basic literature | <ol style="list-style-type: none"> <li>1. Zenderowski R., Koziński B., Różnice kulturowe w biznesie, Warszawa 2016</li> <li>2. Hofstede G., Kultury i organizacje: zaprogramowanie umysłu, Warszawa 2007</li> <li>3. Gesteland R.R., Różnice kulturowe a zachowanie w biznesie, Warszawa 2000</li> <li>4. Kendig M., Negocjacje międzynarodowe, Warszawa 2009</li> <li>4. Winkler R., Zarządzanie komunikacją w organizacjach zróżnicowanych kulturowo, Kraków 2008</li> </ol> |
|------------------|--|

|                       |   |
|-----------------------|---|
| Additional literature | Magazyn Harvard Business Review 2016-2019 |
|-----------------------|---|

|                  |   |
|------------------|---|
| Teaching methods | multimedia presentation<br>case study<br>analysis of texts with discussion<br>watching short movies with discussion |
|------------------|---|

|                                    |   |
|------------------------------------|---|
| Form and terms of awarding credits | Multiple choice test 50%, Multimedia presentation 30%, Attendance to classes 20%<br>Substantive and formal quality of the presentation, proper selection of bibliography and ability to achieve, as well as activity and attendance.<br>For the test exam, it is necessary to obtain 51% of all possible points to be earned. |
|------------------------------------|---|

| <b>Learning outcomes verification methods</b> | 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 |
| <b>Number of ECTS credits for the course</b>                                       | <b>6</b>   |     |
| <b>Number of ECTS credits assigned to the scientific discipline</b>                | <b>4 (Ekonomia i finanse)<br/>2 (Nauki o komunikacji społecznej i mediach)</b> |     |
| Number of ECTS credits associated with practical classes *                         | <b>6</b>   |     |
| Number of ECTS credits for classes which require direct participation of lecturers | <b>3</b>   |     |