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| To be filled in by the Field of Study Committee | | | Module (course block) name: S**ELECTIVE COURSE** | | | | | | | | Module code: E | | | |  |
| Course name: **Cross-Cultural Business Strategies** | | | | | | | | Course code: 42.2. | | | |  |
| Organisational Unit conducting the course/module: **INSTITUTE OF ECONOMICS** | | | | | | | | | | | |  |
| Field of study: **ECONOMY** | | | | | | | | | | | |  |
| Mode of study: **FULL - TIME** | | | | Study profile: **PRACTICAL** | | | | Mode of study: **FiRP** | | | |  |
| Year / semester: **III/V** | | | | Course/module status: **OPTIONAL** | | | | Course/module language: **ENGLISH/POLISH** | | | |  |
| Form of tuition | | | lecture | class | laboratory | project | | seminar | | | other (please, specify) |  |
| Course load (hrs) | | |  | **30** |  |  | |  | | |  |  |
| Module/course coordinator | | | | | | Ph.D. Marta Aniśkowicz | | | | | | | | |  |
| Lecturer | | | | | | Ph.D. Marta Aniśkowicz | | | | | | | | |  |
| Course/module objectives | | | | | | This course will be will be taught mostly in English. The course aims to enhance students' communication skills in international business, focusing on both oral and written interactions across cultures. Students will explore the impact of national and organizational cultures on communication, decision-making, and international negotiations. Additionally, the course covers key topics in business ethics, cross-cultural communication strategies, and the role of cultural factors in global business practices. | | | | | | | | |  |
| Entry requirements | | | | | | - | | | | | | | | |  |
| **LEARNING OUTCOMES** | | | | | | | | | | | | | | |  |
| No. | | Learning outcome description | | | | | | | | | | | | Reference to the learning outcomes for Field of Study |  |
| **The student**: | | | | | | | | | | | | | | |  |
| 01. | | has knowledge about cross-cultural business communication and international negotiations | | | | | | | | | | | | K1P\_W12 |  |
| 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\_W03 |  |
| 03 | | can communicate in English in business environment | | | | | | | | | | | | K1P\_U16 |  |
| 04 | | is able to develop and present a multimedia presentation on intercultural issues. | | | | | | | | | | | | K1P\_U11 |  |
| 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\_U14 |  |
| 06 | | ublicly present ideas and reflections on cultural determinants of international business in a well-documented and persuasive way | | | | | | | | | | | | K1P\_U11 |  |
| 07 | | demonstrates an understanding of the ethical dimensions of cross-cultural business interactions and actively adheres to professional ethics, fostering respect for cultural diversity in international business environments. | | | | | | | | | | | | K1P\_K01 |  |
| **COURSE CONTENT** | | | | | | | | | | | | | | |  |
| **Classes** | | | | | | | | | | | | | | |  |
| Definitions of culture and international business; Importance of cultural awareness in international business; Hofstede’s Cultural Dimensions; Erin Meyer’s Culture Map; Gesteland’s Patterns of Cross-Cultural Business Behavior; Cultural Adaptation in Business; Ethics and Cultural Sensitivity Cultural stereotypes.The concept of approach to time. The importance of gender in national cultures. 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. Non-verbal communication. 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 | | | | 1. Cross-cultural communication : theory and practice / Brian Hurn and Barry Tomalin. - New York : Palgrave Macmillan, 2013. 2. Hofstede, G., Hofstede, G.J., Pedersen, P. J., Exploring Cultures: Exercises, Stories and Synthetic Cultures, 3rd Edition, Intercultural Press, 2002 <http://kulturiskvlevebi.weebly.com/uploads/1/8/3/7/18376403/hofstede_exploring_culture.pdf> 3. Różnice kulturowe w biznesie / Radosław Zenderowski, Bartosz Koziński. - Wydanie IV. - Warszawa : CeDeWu, 2022. 4. Komunikacja międzykulturowa w biznesie / Grażyna Rosa, Izabela Ostrowska, Kamila Słupińska, Leszek Gracz. - Wydanie 1. - Kraków ; Legionowo : edu-Libri, 2018. 5. Organizational Behavior and Business Ethics,Edited by Rita Lamotta <https://nibmehub.com/opac-service/pdf/read/Organizational%20Behavior%20and%20Business%20Ethics.pdf> | | | | | | | | | | |  |
| Supplementary literature | | | | Artykuły: Washington Post, New York Times, Harvard Business Review Internet | | | | | | | | | | |  |
| Onsite teaching methods | | | | multimedia presentation  case study  analysis of texts with discussion  watching short movies with discussion | | | | | | | | | | |  |
|  | Teaching methods including methods and techniques of remote teaching | | | | not included | | | | | | | | | | |
| **Learning outcomes verification methods** | | | | | | | | | | | | | Learning outcome number | |  |
| Test | | | | | | | | | | | | | 01, 02, 05 | |  |
| Multimedia Presentation | | | | | | | | | | | | | 03, 04, 06 | |  |
| Active participation in classes, Case study | | | | | | | | | | | | | 03, 05, 06, 07 | |  |
| Form and terms of awarding credits | | | | | | Mixed test with multiple-choice questions with one correct answer and open-ended questions 50%, Multimedia presentation 30%, active participation in classes 20%  Substantive and formal quality of the presentation, proper selection of bibliography and ability to achieve, as well as activity and attendance in group workshops.  For the test exam, it is necessary to obtain 51% of all possible points to be earned. | | | | | | | | |  |
| STUDENT WORKLOAD | | | | | | | | | | | | | | |  |
| Type of activity/tuition | | | | | | | | Number of hours | | | | | | |  |
| Total | | Activities related to practical professional preparation | | Participation in classes conducted with the use of methods and techniques of remote teaching | | |  |
| 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 | | 0 | | |  |
| **Number of ECTS credits for the course** | | | | | | | | **6** | | | | | | |  |
| **Number of ECTS credits relevant to practical professional education** | | | | | | | | 6 | | | | | | |  |
| Number of ECTS credits relevant to remote education (tuition involving the use of methods and techniques of remote teaching) | | | | | | | | 0 | | | | | | |  |
| Number of ECTS credits for classes which require direct participation of lecturers | | | | | | | | 1,2 | | | | | | |  |