

To be filled in by the Field of Study Committee	Module (course block) name: <b>ERASMUS</b>				Module code:		
	Course name: <b>BUSINESS COMMUNICATION</b>				Course code:		
	Organisational Unit conducting the course/module: <b>INSTITUTE OF ECONOMICS</b>						
	Field of study: <b>MANAGEMENT AND LAW STUDIES</b>						
	Mode of study: <b>FULL-TIME</b>		Study profile: <b>PRACTICAL</b>		Mode of study: <b>MANAGEMENT AND LAW STUDIES / ERASMUS</b>		
	Year / semester: <b>WINTER/SUMMER</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>15</b>				
Module/course coordinator		Ph.D. Marta Aniškowicz					
Lecturer		Ph.D. Marta Aniškowicz					
Course/module objectives		The objective of this module is to provide the participants with good knowledge about different cultures in the world using a case studies approach, based on authentic situations or extensive cultural research, cultural differences, methods of avoiding of misunderstandings and conflicts in the business context, solving problems, consequences of lack of intercultural competence in business and in various situations of professional and private life.					
Entry requirements		English language competence level B1/B2, no other prerequisites					
<b>LEARNING OUTCOMES</b>							
No.	Learning outcome description					Reference to the learning outcomes for Field of Study	
<b>Knowledge – the student:</b>							
1	Know and discuss intercultural Communications and differences between cultures around the Word.					K2P_W08	
2	Know and discuss communication process, verbal communication and body language.					K2P_W11	
<b>Skills – the student:</b>							
3	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.					K2P_U04 K2P_U08	
4	Can prepare and present oral presentation including the elements of correct presentation					K2P_U08 K2P_U09	
<b>Social competences – the student:</b>							
5	Participate in team activities that lead to the development of collaborative work skills.					K2P_K01 K2P_K02	
<b>COURSE CONTENT</b>							
<b>Classes</b>							
Communication Process; Verbal Communication and Body Language; Why study Intercultural Communication; Stereotypes vs. Cultural Generalizations; Initial Contacts in Business; Hospitality Across Cultures; Decision Makers – Different Negotiator Qualities; Negotiations; Contracts; Marketing Across Cultures; Employment in International Companies							

Basic literature	<ol style="list-style-type: none"> <li>1. Communication and Leadership in the 21st Century: The Difficult Path from Classical Public Relations to Genuine Modern Communication Management, Verlag Bertelsmann Stiftung, 2010</li> <li>2. Duane H. Elmer, Cross-Cultural Connections: Stepping Out and Fitting In Around the World, IVP Academic 2009</li> <li>3. Gesteland R., Cross-Cultural Business Behavior : A Guide for Global Management, Copenhagen Business School Press, 2021</li> <li>4. Business Communication Harvard Business Review Press, 2003</li> <li>5. Artykuły: Washington Post, New York Times, Harvard Business Review</li> <li>6. Internet</li> </ol>		
Supplementary literature	-		
Onsite teaching methods	Case studies based on authentic situations, teamwork- interactive problem-solving activities, discussions, role-playing.		
Teaching methods including methods and techniques of remote teaching	not included		
<b>Learning outcomes verification methods</b>			Learning outcome number
Continuous assessment, at every classes (observation during discussion)			1,2,3,4,5
Case study			3,5
Oral presentation or essay			1,2,4
Form and terms of awarding credits	Presentation or essay, case studies, teamwork, continuous assessment at every classes (oral answers) rewarding the increasing skills of use the known principles and methods		
<b>STUDENT WORKLOAD</b>			
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	20	20	
Participation in classes and laboratories*	15	15	
Independent preparation for classes*	60	60	
Preparation of projects/essays/etc.*	30	30	
Preparation for examination/credit awarding test			
Participation in consultation hours	1	1	
Other			
<b>TOTAL student workload in hours</b>	126	126	0
<b>Number of ECTS credits for the course</b>	<b>5</b>		
<b>Number of ECTS credits ascribed to a scientific discipline</b>	5 (management and quality sciences)		
<b>Number of ECTS credits relevant to practical professional education</b>	5		
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	0,6		