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| To be filled in by the Field of Study Committee | Module (course block) name: ERASMUS | | | | Module code: | | |
| | Course name: CULTURAL DETERMINANTS OF INTERNATIONAL BUSINESS | | | | Course code: | | |
| | Organisational Unit conducting the course/module: INSTITUTE OF ECONOMICS | | | | | | |
| | Field of study: ADMINISTRATION (A) / ECONOMY (E) | | | | | | |
| | Mode of study: FULL - TIME | | Study profile: PRACTICAL | | Mode of study: ADMINISTRATION (A) / ECONOMY (E) / ERASMUS | | |
| | Year / semester: WINTER | | 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 Ph.D. Marta Aniškowicz

Lecturer Ph.D. Marta Aniškowicz

Course/module objectives
 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.

Entry requirements -

LEARNING OUTCOMES

| No. | Learning outcome description | Reference to the learning outcomes for Field of Study |
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Knowledge – the student:

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| 01. | has knowledge about cross-cultural business communication, international negotiations and business ethics | A: K1P_W02 A: K1P_W09 E: K1P_W06 E: 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. | A: K1P_W09 E: K1P_W07 |

Skills – the student:

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| 03 | can communicate in English in business environment | A:K1P_U17 E: K1P_U13 |
| 04 | is able to develop and present a multimedia presentation on intercultural issues. | A: K1P_U14 E: 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 | A: K1P_U13 E: K1P_U13 E: K1P_U16 |

Social competences – the student:

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| 06 | actively cooperates in the group, taking various roles in it | A: K1P_K03 E: K1P_K01 |
| 07 | Publicly present ideas and reflections on cultural determinants of international business in a well-documented and persuasive way | A: K1P_K01 A: K1P_K04 A: K1P_K07 E: K1P_K02 |

COURSE CONTENT

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.

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| Basic literature | <ol style="list-style-type: none"> 1. Duane H. Elmer, Cross-Cultural Connections: Stepping Out and Fitting In Around the World, IVP Academic 2009, 2. Gesteland R., Cross-Cultural Business Behavior : A Guide for Global Management, Copenhagen Business School Press, 2021 3. Business Communication Harvard Business Review Press, 2003 4. Cotton G., Say Anything to Anyone, Anywhere: 5 Keys To Successful Cross-Cultural Communication, Wiley, 2013 5. David C. Thomas Kerr C. Inkson, Cultural Intelligence: Surviving and Thriving in the Global Village, Berrett-Koehler Publishers, Inc., 2017 6. Artykufy: Washington Post, New York Times, Harvard Business Review 7. Internet |
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| Supplementary literature | Magazyn Harvard Business Review 2016-2019 |
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| Onsite teaching methods | multimedia presentation case study analysis of texts with discussion watching short movies with discussion |
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| Teaching methods including methods and techniques of remote teaching | not included |
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| 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 |
| 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. | |

| 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 ascribed to a scientific discipline | 6 (economy and finance science) | | |
| 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 | | |