#### Item Card

|  |  |
| --- | --- |
| Subject name | Intercultural communication in business |

1. The placement of the subject in the study system

|  |  |
| --- | --- |
| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

|  |  |
| --- | --- |
| 1. 5. Specialty | - |
| 1.6. Subject Coordinator | Mgr Michał Furmanek |

2. General characteristics of the subject

|  |  |
| --- | --- |
| 2.1. Belonging to a subject group | Directional/Practical |
| 2.2. Number of ECTS | 1 |
| 2.3. Language of lectures | English/Polish |
| 2.4. Semesters in which the subject is taught | V |
| 2.5.Criteria for selecting course participants | - |

1. Learning outcomes and course delivery
   1. Subject Objectives

|  |  |
| --- | --- |
| No. | Subject Objectives |
|
| C1 | Learning about issues related to methods of describing and analyzing cultures. |
| C2 | Developing the ability to function in a multicultural society, in particular the ability to communicate with culturally different people in relation to business situations |
| C3 | Acquiring the ability to use knowledge of intercultural communication in everyday and professional life |
| C4 | Developing and improving the use of English through the use of English-language subject literature. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | Possesses a considerable amount of knowledge about intercultural communication as a social phenomenon and the conditions for its course and development. | Z1\_W01 | X |  | X |  |
| W2 | Determinants of the formation of cultural differences. | X |  | X |  |
| W3 | Knows ways of solving problems related to the functioning of an enterprise in a specific cultural environment. | X |  | X |  |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | The student uses theoretical knowledge in practice in relation to the functioning of enterprises in an international cultural environment. | Z1\_U01 Z1\_U02  Z1\_U12  Z1\_U16 | X |  | X |  |
| U2 | The student is able to analyse and compare different organisational cultures and understands the importance and complexity of cross-cultural conditions. | X |  | X |  |
| U3 | The student is able to adapt the sent communication signals in relation to the culture represented by the recipient | X |  | X |  |
| U4 | The student is able to propose his/her own solutions to problems related to the functioning of an enterprise in a specific cultural environment. | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | Understands the importance of knowledge in the process of communicating with representatives of other cultures | Z1\_K01 | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of ……… | Other | **ECTS points** |
| **ST** |  |  |  | 15 |  |  |  |  |  | 1 |
| **NST** |  |  |  | 10 |  |  |  |  |  | 1 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: WORKSHOP

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Cultural diversity - methods of description and analysis. Cultural conditions of communication with representatives of selected nationalities - analysis, comparison | W1, W3, U1, U2, K1 | X |  | X |  |
| 2. | Consequences of cultural differences. Prejudices and stereotypes. | W1, U1, U2, U3, K1 | X |  | X |  |
| 3. | Determinants of the formation of cultural differences | W1, W2, U1, U2 | X |  | X |  |
| 4. | Working in a multicultural environment – practical aspects. | W1, U1, U2, U3, U4, K1 | X |  | X |  |
| 4. | Intercultural communication in business. The functioning of enterprises in a specific cultural environment | W1, W3, U1, U3, U4, K1 | X |  | X |  |
| 5. | Ways of solving problems in the enterprise in the cultural environment - examples of good practices | W1, W3 U1, U2, U4, K3 | X |  | X |  |
| 5. | Student presentations on selected cultures | W1, U1, K1 | X |  | X |  |
| 6. | Summary of classes and discussion of grades |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

|  |  |  |  |
| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W3 | Presentation of substantive content, case analysis, staging, discussion, problem-solving | Solving a problem task that involves describing how to behave in an intercultural environment in relation to a specific business situation. The task will be carried out in groups.  Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | Term papers archived on the platform |
| SKILLS | | | |
| U1 -U4 | Presentation of substantive content, case analysis, staging, discussion, problem-solving | Solving a problem task that involves describing how to behave in an intercultural environment in relation to a specific business situation. The task will be carried out in groups.  Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | Term papers archived on the platform |
| SOCIAL COMPETENCES | | | |
| K1 | Presentation of substantive content, case analysis, staging, discussion, problem-solving | Solving a problem task that involves describing how to behave in an intercultural environment in relation to a specific business situation. The task will be carried out in groups.  Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | Term papers archived on the platform |

3.6. Assessment criteria for the achieved learning outcomes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7 . Literature

**Basic**

1. Milton J. Bennet, Intercultural communication: a current perspective, pdf <https://www.researchgate.net/publication/246501677_Intercultural_Communication_A_Current_Perspective>
2. Doorley John ; Garcia Helio Fred, Reputation management: the key to successful public relations and corporate communication, Routledge, New York 2011
3. Edukacja międzykulturowa, praca zbiorowa: <http://www.frse.org.pl/sites/frse.org.pl/files/publication/888/edukacja-miedzykulturowa-pajp-czesc-2-pdf-16004.pdf>
4. Rosa G., Ostrowska I., Słupińska K., Gracz L., Komunikacja międzykulturowa w biznesie, edu-Libri, Kraków, 2018

**Supplementary**

1. Rozkwitalska M., Bariery w zarządzaniu międzykulturowym : perspektywa filii zagranicznych korporacji transnarodowych, Wolters Kluwer, Warszawa, 2011
2. Klikauer Thomas, Managing people in organizations, Red Globe Press, London 2018

4. Student workload - ECTS points balance

|  |  |  |
| --- | --- | --- |
| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **15** | **10** |
| Classes included in the study plan | 15 | 10 |
| **Student's own work** | **10** | **15** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 5 | 8 |
| Preparation for passing classes | 5 | 7 |
| **TOTAL STUDENT HOURLY LOAD** | **25** | **25** |
| **Number of ECTS points** | **1** | **1** |

|  |  |
| --- | --- |
| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |