

## SUBJECT CARD

### 1. Basic information

Subject	Intercultural communication in business and management
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	4
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Teacher(s)	prof. dr hab. Jerzy Zdanowski

### Semester, number of ECTS points, type of subject, number of hours

Semester	Discussion class
4	30 godz. 3 ECTS

### 2. General objectives

<b>C1</b>	The course is designed as a comprehensive introduction to the problem of cultural dynamics and cultural assumptions on human behaviour. The basic idea is that culture penetrates our inner being subconsciously and deeply. World cultures share many standard features. Nevertheless, they all display a unique style when such common elements are combined: kinship patterns, education systems, valuation of the individual and the group, friendship patterns, time-related organizational patterns, and the criteria for aesthetic appreciation. The course aims to understand cultural dynamics and their influence on business activity.
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### 3. Introductory requirements

1 Good knowledge of English.

2 Basic ideas about culture and elements of cultural diversity as well as basic concepts of economic dynamics during globalization.

### 4. Learning outcomes

<b>W1</b>	Knowledge: A graduate of this course demonstrates knowledge of cultural determinants of business activity in the field of marketing and management with special attention given to such determinants as concepts of time, space, individuality, in-group dynamics, relations between young and old generations, ethical and aesthetical patterns, and on the every-day social relations
<b>U1</b>	Skills: He/she can understand and explain business behaviour determined by customs sanctioned as appropriate by a given culture. Can use obtained knowledge on mechanisms of culture functioning to analyse the possibilities of doing business on a particular market and achieve better effectiveness in business activity.
<b>K1</b>	Social competence: He/she demonstrates the ability to understand problems of cultural dynamics and the processes going on in the business. He/she can connect the two fields into one structure to improve the effects of his/her professional activity.
<b>K2</b>	Social competence: He/she correctly diagnoses cultural determinants of business activity and is well prepared to expose cultural marketing and management aspects in a multi-cultural environment. He/she can use theoretical knowledge in practical activities in a business.
<b>K3</b>	Social competence: He/she is aware of the necessity of permanently improving knowledge of the given culture under the condition of simple changes caused by global developments.

### 5. Course program

Discussion class (30 h)

<b>Code</b>	<b>Detailed description of the topic blocks (semester: 4)</b>
Kon1	1. Culture: Its components and mechanism. Cultural variables in international marketing, 4 hours
Kon2	2. Intercultural communication and its mechanism. Models of intercultural marketing communication. The cultural context of verbal and non-verbal communication, 4 h
Kon3	3. Culture and consumer behaviour. Cultural traits and international marketing. Adaptation and standardization of product: cultural assumption. Sale promotion in the cultural environment. Globality and locality in advertising and management. 4 h
Kon4	4. Cross-Culture and marketing negotiations. Cross-culture market research. 4 h
Kon5	5. The 'Seven Keys' of Intercultural Communication in Business and Management. 14 h

### 6. Didactic methods

<b>Discussion class</b>	
<b>M1</b>	Case study
<b>M10</b>	Seminar
<b>M17</b>	Multimedia presentation
<b>M20</b>	Lecture

### 7. Student workload

<b>Number of hours under supervision</b>	<b>Student workload</b>
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<b>Discussion class</b>	<b>30 h</b>
<b>Including e-learning:</b>	<b>0 h</b>

<b>Student's own work</b>	
	<b>45 h</b>

<b>Total workload</b>	
Total number of hours for the course	<b>75 h</b>
Total number of ECTS points	<b>3 ECTS</b>

## 8. Conditions for course completion

Course completion criteria

Presentations in the classroom; passing the tests during the semester and the final written exam with a minimum of 51% of points.

<b>Discussion class</b>	
<b>Grade 5:</b>	minimum of 91% of points on the final exam
<b>Grade 4,5:</b>	minimum of 81% of points on the final exam
<b>Grade 4:</b>	minimum of 71% of points on the final exam
<b>Grade 3,5:</b>	minimum of 61% of points on the final exam
<b>Grade 3:</b>	minimum of 51% of points on the final exam

## 9. Literature

### Basic literature

1. Jean-Claude Usunier, Julie Lee — Marketing Across Cultures, Edinburgh, 2013, Pearson Education [parts; in open access]
2. Jean-Claude Usunier, Julie Lee — Marketing Across Cultures, Edinburgh, 2013, Pearson Education [parts; in open access]
3. Ch. Salomon, M.S. Schell — Managing across Cultures. The Seven Keys to doing Business with a Global Mindset, New York, 2009, RW3 LLC [parts; in open access]

### Supplementary literature

1. Helen Deresky — International Management: Managing Across Borders and Cultures, Edinburgh, 2016, Pearson Education [parts; in open access]
2. M. Helmond, T. Dathe, F. Hummel, B. Terry, J. Pieper — Successful International Negotiations: A Practical Guide for Managing Transactions and Deals, Hamburg, 2019, Springer [parts; in open access]

## 11. Information about academic teachers

### The person responsible for the card

prof. dr hab. Jerzy Zdanowski (e-mail: jzdanowski@afm.edu.pl)