

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                   |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Language in professional practice (Serbian), PG_00142299                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Balkan Studies                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                      |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                      |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                                                |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                 |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                                                                 |                                                          | Language of instruction                 |                                     | Serbian                                        |            |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                                                                 |                                                          | ECTS credits                            |                                     | 3.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                          |                                                          | Assessment form                         |                                     | credit                                         |            |     |
| Conducting unit                             | Division of Slavonic and Balkan Studies -> Institute of Classical and Slavonic Studies -> Faculty of Languages -> Rector                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                |                                                          | mgr Ewelina Chacia                      |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                       | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                             | 30.0                                                     | 0.0                                     | 0.0                                 | 0.0                                            | 0.0        | 30  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |                                                |            |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                                                                 | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |                                                | Self-study | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                             | 30                                                       |                                         | 2.0                                 |                                                | 43.0       | 75  |
| Subject objectives                          | The aim of the course is to prepare the student to use the knowledge of the directional language in his future professional work. In addition to content related to specific professional situations, the student will also learn about intercultural communication issues and the specificity of work culture in the area of the major language. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                  | Subject outcome                                                                                                                                                                                                      | Method of verification                                                                                                                       |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
|                   | [SBAŁL3_U01] Knows how to - in Polish or one of the South Slavic languages (Serbian or Croatian) - search, select, analyze and interpret data using advanced information and communication techniques.                                                                                                                          | The student is able to correctly interpret and apply appropriate communication techniques with a professional partner in the area of the specialized language (K_U06)                                                | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written<br>[SU8] observation of student's independent or team work |
|                   | [SBAŁL3_K05] Is ready to fulfill the professional role of an employee for the companies operating on the European labor market or Polish companies that are cooperating with the Balkan countries, including the promotion of literature and culture.                                                                           | The student is able to correctly interpret and apply appropriate communication techniques with a professional partner in the area of the specialized language (K_U06)                                                | [SK1] oral statement/conversation/discussion<br>[SK4] test/exam - oral or written                                                            |
|                   | [SBAŁL3_U09] One can use a selected South Slavic language (Serbian or Croatian) in accordance with the requirements specified for the minimum level B2 of the Common European Framework of Reference for Languages.                                                                                                             | The student has basic competences for independent communication with representatives of various industries in the area of the specialized language (K_K02);                                                          | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written                                                            |
|                   | [SBAŁL3_K02] They are ready to take responsibility for their own decisions and the work of their team, carrying out tasks related to the promotion of Balkan literature and culture.                                                                                                                                            | Student ma podstawowe kompetencje do prowadzenia prac zespołu w zakresie promocji kultury, w tym także międzynarodowego z uczestnikami z obszaru języka kierunkowego (K_K02);                                        | [SK1] oral statement/conversation/discussion<br>[SK4] test/exam - oral or written                                                            |
|                   | [SBAŁL3_U12] One can translate written and spoken texts from Serbian or Croatian into Polish.                                                                                                                                                                                                                                   | The student has basic qualifications to work in enterprises operating on the Balkan market (K_K05)                                                                                                                   | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written                                                            |
|                   | [SBAŁL3_W11] One has a structured knowledge of selected economic and business issues, and is also oriented towards practical application in selected spheres of cultural, media and economic activity, primarily in the field of international cooperation related to the area of the Polish language and the Balkan Peninsula. | Student:<br>- knows the cultural models present in the area of the specialized language (K_W11);<br>- is familiar with the specificity of Polish-Serbian intercultural communication in relation to business (K_W11) | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion                                                            |
|                   | [SBAŁL3_U06] One is able to communicate in Polish and one of the South Slavic languages (Serbian or Croatian) with specialists in the field of cultural and religious studies, art studies, literary studies and linguistics, using various communication channels and techniques                                               | The student is able to talk in the language of the major on topics related to professional work, e.g. job interviews, negotiations of terms (K_U09)                                                                  | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written                                                            |

| Subject contents                                | <p>1. Communication - culture - business defining culture, communication and business, mutual relations; types and functions of communication; intercultural communication; types of intercultural communication, communication models, role of an active recipient</p> <p>2. Intercultural education - values promoting and developing intercultural education, from ethnocentrism to ethnorelativism, educational programs, interactive games, limitations of intercultural education, intercultural education for business</p> <p>3. Intercultural conflict, causes of intercultural conflict, barriers in intercultural communication, cultural stereotypes; cultural and custom differences; the importance of race, class, gender and age; use and management of conflict, positive and destructive meaning of conflict, individual personality traits, conflict resolution, effects of conflict, negotiations, cultural obstacles to intercultural negotiations</p> <p>4. Divisions, models, types and types of cultures in the business world, types of national cultures, east - west, north - south, classifications of cultures, types of organizational cultures, Gesteland's classification of cultures in the business world; Hofstede's dimensions of culture</p> <p>5. Cultural models of behavior and effective intercultural communication in business business etiquette, taboos, self-presentations, gadgets, accessories, clothes, food, advertising, Gesteland rules, communication strategies, marketing communication</p> <p>6. Intercultural communication - globalization - the culture of capitalism, the formation and operation of corporations and capital in the global world, the emergence of corporations, the Bretton Woods system, global debt, uneven growth of wealth in the world, changes in the structure of capital, economic globalization, the power of capital, foundations and effects of communication intercultural in business, culture of capitalism</p> <p>7. Alternative economic forms, business or economic systems beyond the influence of capitalism and communism, the problem of "pure" economic systems, gifts and goods, "The West and the rest of the world", how to calculate the impossible to calculate, capitalism as one of the local systems, local economic theories, altruism, hospitality, smuggling, corporations and households</p> <p>1. Language and communication (Szopski) - language and its features, - verbal communication, - Syntax and meaning: - low- and high-context cultures (according to E. T. Hall's division of cultures), - communication styles</p> <p>2. Non-verbal communication: - essence and types of non-verbal communication, - body language, eye contact, touch, distance, - appearance and costume</p> <p>3. Competent intercultural communication - the phenomenon of culture shock, - acculturation (assimilation and multiculturalism)4. Cultural characteristics of the Balkan Peninsula (similarities and differences). - an attempt to classify Balkan ethnolects according to Gesteland's classification, - an attempt to classify Balkan ethnolects according to Hofstede's classification,5. Cultural profiles of the major language area. Characteristics of individual national identities in the Balkans.6. Characteristics of the market economy of the target language countries - an attempt to analyze trade markets, - problems of corruption and culture in business</p> |                               |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |
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| Prerequisites and co-requisites                 | <p>Passing PNJS/PNJCH in the 4th semesterThe level of knowledge of the specialized language is at least A2 level</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                               |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |
| Assessment methods and criteria                 | <table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Oral final test</td><td>51.0%</td><td>50.0%</td></tr><tr><td>Implementation of tasks assigned by the teacher</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Active participation in the seminar</td><td>80.0%</td><td>20.0%</td></tr></table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Subject passing criteria      | Passing threshold | Percentage of the final grade | Oral final test | 51.0% | 50.0% | Implementation of tasks assigned by the teacher | 51.0% | 30.0% | Active participation in the seminar | 80.0% | 20.0% |
| Subject passing criteria                        | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Percentage of the final grade |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |
| Oral final test                                 | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 50.0%                         |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |
| Implementation of tasks assigned by the teacher | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 30.0%                         |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |
| Active participation in the seminar             | 80.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 20.0%                         |                   |                               |                 |       |       |                                                 |       |       |                                     |       |       |

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| Recommended reading                                            | Basic literature         | <p>Bartosik-Purgat M., Otoczenie kulturowe w biznesie międzynarodowym, Warszawa 2010.</p> <p>Gesteland R., Różnice kulturowe a zachowania w biznesie : [marketing, negocjacje i zarządzanie w różnych kulturach, PWN 2000.</p> <p>Hall, E. T., Ukryty wymiar, Muza, Warszawa 2009.</p> <p>Herzfeld M., Antropologia. Praktykowanie teorii w kulturze i społeczeństwie, (rozdz. I: Ekonomie), Kraków 2004, s. 137-174.</p> <p>Hofstede, G., Kultury i organizacje. Zaprogramowanie umysłu, PWE, Warszawa 2000.</p> <p>Martinelli S., Taylor M., (red.) Uczenie się międzykulturowe, Warszawa 2002.</p> <p>Matsumoto D., Juang L., Psychologia międzykulturowa, Gdańsk 2007.</p> <p>Mole J., W tyglu Europy. Wzorce i bariery kulturowe w przedsiębiorstwach, Warszawa 2000.</p> <p>Nęcki, Z., Komunikacja międzyludzka, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1996.</p> <p>Paleczny T., Interpersonalne stosunki międzykulturowe, Kraków 2007.</p> <p>Robins R. H., Globalne problemy a kultura kapitalizmu, Poznań 2013.</p> <p>Szopski, M., Komunikowanie międzykulturowe, WSiP, Warszawa 2005</p> |
|                                                                | Supplementary literature | <p>Bartosik-Purgat M., Otoczenie kulturowe w biznesie międzynarodowym, PWE 2006.</p> <p>Głowik M., Komunikacja niewerbalna w kontaktach interpersonalnych, Warszawa 2004.</p> <p>Karcz, K. (red.), Komunikacja międzykulturowa w integrującej się Europie, Katowice 2004.</p> <p>Komunikacja międzykulturowa: zderzenia i spotkania, red. A. Kapciak, L. Korporowicza, A. Tyszk, Warszawa 1996.</p> <p>Komunikowanie międzykulturowe: szanse i wyzwania, red. J. Isański, Poznań 2009.</p> <p>Lewandowska-Tarasiuk, E., Komunikowanie w biznesie. Jak skutecznie rozmawiać o interesach, Warszawa 1995.</p> <p>Sapir E., Kultura, język, osobowość, PIW, Warszawa 1978.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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