

Subject card

Subject name and code	Cultural Environment in Business, PG_00135656						
Field of study	Eastern Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			3.0	
Learning profile	academic		Assessment form			exam	
Conducting unit	Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	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 classes is to familiarize students with the essence of the influence of culture on running a business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SWSCHL3_W05] Knows various structures of social and economic institutions as well as the rationale behind the functioning of their individual elements	Has basic knowledge of the structures of various organizations, its immediate and distant environment.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[SWSCHL3_K02] Is prepared for active participation in groups, organizations, and institutions carrying out activities for cultural integration, promoting culture, and capable of communicating with individuals, both specialists and non-specialists, in the field	Is ready to take action to integrate cultures.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[SWSCHL3_U08] Is able to recognize processes and barriers in intercultural communication.	Is able to independently acquire knowledge about intercultural contacts and develop professional skills.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task
	[SWSCHL3_W09] He/she has knowledge of the connections between cultural studies, history, linguistics, and political science, social communication, law, and economics relevant to Eastern Studies.	Has structured basic knowledge about intercultural and international communication and knows its basic mechanisms and areas in which problems arise in linguistic and social communication.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[SWSCHL3_W07] He/she has well-organized detailed knowledge in the field of selected economic and legal issues, also oriented towards practical application in a selected sphere of cultural and economic activity, primarily in the context of international cooperation related to the Polish and Russian language areas, as well as the second chosen language area	Knows the role of the cultural environment in the activities of enterprises.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[SWSCHL3_U12] Presents the outcomes of their work in Polish and Russian languages in a clear, organized, and thoughtful manner, employing diverse, modern methods and techniques tailored to the relevant field of study	Is able to present in oral and written form the effects of his work regarding the activities of various organizations in a multicultural environment.	[SU3] text preparation/written work [SU5] implementation of a problem task
	[SWSCHL3_K06] Acknowledges and respects differences in perspectives determined by various national and cultural backgrounds and is ready to take action towards cultural integration	Recognizes and respects differences in points of view determined by different cultural backgrounds in the activities of various organizations.	[SK1] oral statement/conversation/discussion
Subject contents	Cultural environment: national culture, main cultural orientations. Intercultural communication. Stereotypes and prejudices in communication. Principles of stereotype formation. National identity. Cultural identity and the phenomenon of ethnocentrism in international discourse. Cultural determinants in the international activities of enterprises. Cultural diversity of the world. Dimensions of culture by G. Hofstede. Typology of cultures according to E. Hall. The importance of the cultural environment in international business: forms of international orientation, standardization and differentiation. Non-verbal communication in the international activities of enterprises. Overcoming culture shock.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral presentation of the prepared project and discussion of the proposed solutions	51.0%	50.0%
	team project	51.0%	50.0%

Recommended reading	Basic literature	• Barker C. Studia kulturowe. Teoria i praktyka, Kraków 2003. • Griffin E. Podstawy komunikacji społecznej, Gdańsk 2003. • Hall E.T., Ukryty wymiar, Warszawa 2003. • Hofstede G. Kultury i organizacje. Zaprogramowanie umysłu, Warszawa 2000. • Mikułowski-Pomorski J., Komunikacja międzykulturowa, Kraków 1999. • Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, red. J. Stewart, Warszawa 2003. • Ociepka B. Komunikowanie międzynarodowe, Wrocław 2002. • Bartosik-Purgat M., Otoczenie kulturowe w biznesie międzynarodowym, Warszawa 2006. • Burszta W. Antropologia kultury, Poznań 1998. • Gesteland R. Różnice kulturowe a zachowania w biznesie, Warszawa 2000. • Wołowik W., Międzynarodowy język ciała, Kraków 1998.
	Supplementary literature	• Dylematy wielokulturowości, red. W. Kalaga, Kraków 2004. • Hampden-Turner C., Trompenaars A. Siedem wymiarów kultury, Warszawa 2002. • Komunikacja międzykulturowa: zderzenie i spotkania. Antologia tekstów, red. A. Kapciak, A. Tyszką, Warszawa 1996. • Nęcki Z., Komunikacja międzyludzka, Kraków 2000.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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