

## Subject card

|                                             |                                                                                                                                                           |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Interculturall Communication, PG_00155957                                                                                                                 |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | Management of Healthcare Institutions                                                                                                                     |                                                          |                                         |                                     |                                                |            |     |
| 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 |            |     |
| 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                            |                                     | 2.0                                            |            |     |
| Learning profile                            | practical                                                                                                                                                 |                                                          | Assessment form                         |                                     | credit                                         |            |     |
| Conducting unit                             | Zakład Zarządzania Zasobami Ludzkimi -> Department of Organisation and Management -> Faculty of Management -> Rector                                      |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                        |                                                          | dr Sylwia Białas                        |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                  |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                               | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                     | 0.0                                                      | 15.0                                    | 0.0                                 | 0.0                                            | 0.0        | 15  |
|                                             | 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                                                                                                                                     | 15                                                       |                                         | 5.0                                 |                                                | 30.0       | 50  |
| Subject objectives                          | The objective of the course is to impart knowledge on effective communication in business situations among individuals from culturally diverse countries. |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Subject outcome                                                                                                                                                                                                                                                                                                                                       | Method of verification                                                                                                                                                 |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 | [ZISZL3_K05] The student understands the need and is aware of the necessity to behave in an ethical, sustainable and socially responsible manner in professional life.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | The student understands the need for and is aware of behaving in a professional life in an ethical, balanced, and socially responsible manner, especially in intercultural contact situations; understands the differences in ethical norms arising from cultural differences.                                                                        | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task                                                                                      |
|                                 | [ZISZL3_U05] The student is able to correctly select and apply methods and tools used, inter alia, in management and quality sciences, economics, sociology adequate to the problem and specificity of management of medical entities.                                                                                                                                                                                                                                                                                                                                                                                                      | The student is able to correctly select and apply specific methods and tools from management and quality science, economics, and sociological sciences, which are appropriate for diagnosing cultures and negotiation techniques suitable for cultural conditions                                                                                     | [SU1] oral statement/conversation/discussion<br>[SU5] implementation of a problem task                                                                                 |
|                                 | [ZISZL3_W06] The student knows to an advanced degree the relationships that occur between organizations (including forms of interaction with health care units) and between the organization and the human being, in particular medical personnel and the patient.                                                                                                                                                                                                                                                                                                                                                                          | The student will acquire advanced knowledge of the relationships and forms of cooperation between various organizations, including healthcare units, and will understand the specifics of interactions between an organization and individuals, particularly medical staff and patients, in an intercultural context.                                 | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion                                                                                      |
|                                 | [ZISZL3_K08] The student is ready to work in, contribute to and manage teams.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The student is able to effectively co-create and manage multicultural teams, utilizing acquired communication and management skills to foster understanding and efficient cooperation in diverse professional environments.                                                                                                                           | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task                                                                                      |
|                                 | [ZISZL3_W02] The student has advanced knowledge and understanding of the interrelationships that exist between the disciplines of management and quality sciences, economics and finance, social communication and media sciences, legal and sociological sciences, which are key to understanding the essence of effective and efficient management of health care units.                                                                                                                                                                                                                                                                  | The student is able to identify and understand the key relationships between disciplines such as management and quality sciences, economics and finance, communication and media studies, legal studies, and sociological sciences, enabling effective and efficient management of healthcare units with consideration for the intercultural context. | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work                                         |
|                                 | [ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | The student is able to apply advanced knowledge from management and quality science in solving enterprise management problems in an intercultural context and recognizes how knowledge from other social sciences can be utilized in intercultural communication.                                                                                     | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW5] implementation of a problem task |
| Subject contents                | <ol style="list-style-type: none"> <li>1. National culture - definition, dimensions, cultural spheres.</li> <li>2. Specifics of communication with representatives of different cultures - characteristics of verbal and nonverbal communication in creating effective messages.</li> <li>3. Stereotypes, prejudices, discrimination, and culture shock - the importance of attitude in communication.</li> <li>4. Ethics of international business and cultural differences important in cooperation.</li> <li>5. Negotiations with representatives of different cultures.</li> <li>6. Collaboration in intercultural projects.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                        |
| Prerequisites and co-requisites | Knowledge of the fundamentals of management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                        |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Passing threshold                                                                                                                                                                                                                                                                                                                                     | Percentage of the final grade                                                                                                                                          |
|                                 | written test                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 51.0%                                                                                                                                                                                                                                                                                                                                                 | 50.0%                                                                                                                                                                  |
|                                 | problem tasks and discussion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 70.0%                                                                                                                                                                                                                                                                                                                                                 | 30.0%                                                                                                                                                                  |
|                                 | final project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 51.0%                                                                                                                                                                                                                                                                                                                                                 | 20.0%                                                                                                                                                                  |

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| Recommended reading                                            | Basic literature         | <ol style="list-style-type: none"> <li>1. G. Hofstede, G.J. Hofstede, "Cultures and Organizations: Software of the Mind", PWE, Warsaw 2007.</li> <li>2. B. Ociepka, "International Communication", Astrum, Wrocław 2020.</li> </ol>                                                                                                                                                                      |
|                                                                | Supplementary literature | <ol style="list-style-type: none"> <li>1. S. Białas, "Human Resource Management in an International Environment", PWN, Warsaw 2013.</li> <li>2. R. R. Gesteland, "Cultural Differences and Business Behavior", PWN, Warsaw 2000.</li> <li>3. G. Ignatowski, Ł. Sułkowski, "Intercultural Communication and Management. Contemporary Legal and Organizational Challenges", Difin, Warsaw 2017.</li> </ol> |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                          |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                          |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                          |

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