

Subject card

Subject name and code	Successful intercultural communication , PG_00177607						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Grottel				
	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		0.0		0.0	30
Subject objectives	The aim of the course is to: - prepare students to participate in public debates, multilateral negotiations, and to create and deliver presentations on selected business topics in a professional manner, in accordance with the principles of effective public speaking - develop skills in self-presentation, presenting academic or professional papers, and active participation in discussions						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to interact and work in an international group, assuming various roles.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to actively participate in debates, present their own position, and support it with knowledge based on facts and statistics reflecting the economic situation in the country and region.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	The student has structured knowledge of the functioning of economic entities in national and international environments, with particular emphasis on the European Union.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	the student has advanced knowledge of the relations between EU institutions and member states functioning in the intercultural sphere	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	the student is able to cooperate and work in an international group, assuming different roles in it	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	the student has the ability to prepare oral presentations in English on communication in an intercultural environment, using theoretical approaches, principles of collecting various data sources, is able to actively participate in the debate	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	1. Theoretical foundations of communication and negotiation in an intercultural context. 2. Communication and negotiation strategies in an international environment. 3. Time and place of negotiations. 4. The negotiation team division of roles and responsibilities. 5. Styles and types of behavior in communication. 6. Disturbances and barriers in communication and negotiations. 7. Culture shock. 8. Manipulation in communication and negotiations 9. Principles of preparing a good presentation. 10. Golden rules of communication student presentation. For several years, the course has been conducted in collaboration with a partner university in Belgium Artevelde University of Applied Sciences in Ghent. A portion of the course is delivered in a modular format during the last week of March. Specific details regarding the class schedule are provided during the initial sessions. During the consultation, the student discusses the substantive aspects of the final project with the instructor.		
Prerequisites and co-requisites	none		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation and presentation of a group project	100.0%	40.0%
	active participation in a debate	100.0%	60.0%
Recommended reading	Basic literature	1. Business communication: process and product. ed. M.E. Guffey, Mason: South-Western Cengage Learning, 2008 2. Gene Zelazny, Say it with presentations: how to design and deliver successful business presentations, 2nd [rev. & expanded.], New York : McGraw-Hill, 2013 3. Carmine Gallo, The Presentation Secrets of Steve Jobs. How to be insanely great in front of any audience, Columnist, Businessweek.com 4. Patricia Moor, How to avoid Death by PowerPoint, NZ Business. Nov 2011, Vol. 25 Issue 10, p. 48-51. 4p. 5. Materials provided by the lecturer.	
	Supplementary literature	1. Materials provided by the lecturer.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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