

Subject card

Subject name and code	Cross- Cultural Differences, PG_00187212						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2028/2029	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study 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	3		Language of instruction			English	
Semester of study	6		ECTS credits			4.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Oskar Bech				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	15.0	0.0	45
	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	45		0.0		55.0	100
Subject objectives	The aim of the course is to develop students' knowledge and skills in intercultural communication and cooperation in the international business environment. The course prepares students to identify and analyse cultural differences and their impact on communication, negotiations, management, and collaboration in international organisations.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[IBL3_K03] is ready to participate in and initiate activities for the benefit of the social environment and to fulfil social responsibilities related to the functioning of international business.		Student demonstrates readiness to cooperate and engage in joint activities within multicultural teams while taking cultural and social differences into account.			[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work	
	[IBL3_K01] is ready to recognise the importance of knowledge in solving problems in international business and to seek expert opinions when specialised expertise is required.		The student demonstrates readiness to apply knowledge of cultural determinants and seek expert opinions when solving problems encountered in international business.			[SK1] oral statement/conversation/discussion	
	[IBL3_U07] is able to participate in debates and present, justify and evaluate different viewpoints concerning issues related to international business.		The student is able to present, justify, and evaluate different viewpoints concerning communication, cooperation, and management in the international business environment.			[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report	
	[IBL3_U09] is able to work independently and in teams, including interdisciplinary teams, and to plan and organise own tasks as well as teamwork.		The student is able to plan and organise individual work and collaborate in multicultural teams while carrying out projects related to international business.			[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work	

Subject contents	Classes (30 hours) 1. Cultural Awareness and Stereotypes A workshop on stereotypes, cultural awareness, and the influence of cultural factors on business decisions. 2. Cultural Intelligence in International Business Analysis of cultural intelligence and its importance in the international business environment. 3. National Culture and Organisational Culture Analysis of the differences between national and organisational culture and their impact on the functioning of international companies. 4. Cultural Frameworks and Their Application in Business Application of selected cultural frameworks, including Hofstede's model, to the analysis of business behaviour in different countries. 5. Intercultural Communication Simulation Analysis of verbal and non-verbal communication and the impact of cultural context on communication effectiveness. 6. Business Communication in an Intercultural Environment Written, oral and digital communication in an international environment, including small talk, politeness, face-saving, giving feedback, and expressing disagreement. 7. Cross-Cultural Negotiation Simulation Analysis of the impact of cultural differences on negotiation processes and decision-making. 8. Leadership and Collaboration in International Teams Intercultural communication in leadership and the management of multicultural teams. 9. International Business Meetings and Business Travel Analysis of inter-organisational business communication and the principles of conducting international meetings and cooperation. 10. Cross-Cultural Conflicts in Business Analysis of cross-cultural conflict cases and development of recommendations for their resolution. 11. Culture Shock and Adaptation in an International Environment Analysis of challenges related to international mobility, expatriate assignments, and cultural adaptation processes.
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	12. International Project Team Simulation		
	Solving business problems in conditions of uncertainty, time pressure, and cultural diversity.		
	13. Cross-Cultural Business Case Study		
	Analysis of real business problems arising from cultural differences.		
	14–15. Student Project Presentations		
	Presentation of project outcomes and discussion of recommendations for companies operating in the international environment.		
	Project (15 hours) Business Guide for a Selected Country		
	The project is carried out alongside the classes and serves as their practical extension.		
	Students work in teams to develop a practical business guide for a selected country or region of the world. The project may include an analysis of selected aspects of business culture, such as business communication, negotiations, business etiquette, leadership, meeting management, organisational culture, marketing, time management, and common mistakes made by foreign business partners.		
	The outcome of the project is a short multimedia material (e.g. a social media reel or short video) and a presentation containing practical recommendations for companies operating in an international environment.		
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation (project)	51.0%	60.0%
	activity	0.0%	40.0%
Recommended reading	Basic literature	Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations: software of the mind : intercultural cooperation and its importance for survival. 3rd ed. New York ; London, McGraw-Hill.	
		Tuleja, E.A. (2021). Intercultural Communication for Global Business: How Leaders Communicate for Success (2nd ed.). Routledge.	
		Selected academic articles and business case studies related to intercultural communication, intercultural management, and international business provided by the instructor during the course.	

	Supplementary literature	When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005 Magala, S. (2005). Cross-Cultural Competence (1st ed.). Routledge. K. Bałandynowicz-Panfil,, The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012 Meyer, E. (2016). The culture map. PublicAffairs.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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