

Subject card

Subject name and code	Cultural environment in business, PG_00137261						
Field of study	Japanese Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
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	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	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		18.0	50
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
	[JAPL3_K07] Student recognizes and respects the differences in viewpoints determined by different national and cultural backgrounds and has a readiness to work for the integration of cultures.	It respects differences of viewpoints determined by different national and cultural backgrounds and takes actions to integrate cultures and societies.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[JAPL3_W06] Student has advanced detailed knowledge of selected economic issues, also oriented to practical application in the selected sphere of cultural, media and economic activities, primarily in the field of international cooperation related to the area of Polish and Japanese language.	Has structured, detailed knowledge of selected issues related to management, marketing and negotiations, oriented towards practical application in business activities, primarily in the field of international cooperation related to the area of Polish and Japanese languages.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[JAPL3_U04] Student can acquire knowledge and develop his research skills independently and under the guidance of a research supervisor, using various sources in Polish, Japanese and a foreign language of his choice.	Is able to independently and under the supervision of a research supervisor acquire the knowledge needed to analyze problems related to management, marketing, intercultural communication, and also carry out such an analysis.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[JAPL3_W12] Student has knowledge of the recipients of cultural and economic activities, as well as basic knowledge of methods of diagnosing needs and assessing the quality of services.	Has knowledge of how to diagnose customer needs, assess the quality of products and services, and determine the motives of organizational members.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[JAPL3_U06] Student can use basic theoretical approaches, research paradigms and concepts in the field of cultural studies.	Using theories from the field of cultural sciences, he is able to recognize barriers in intercultural communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[JAPL3_K05] Student perceives and formulates moral problems and ethical dilemmas related to the professional environment; seeks optimal solutions, acts in accordance with ethical principles, and develops entrepreneurial action and thinking.	Is aware of moral problems and ethical dilemmas related to running a business in a multicultural environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[JAPL3_U08] Student can use basic theoretical approaches, research paradigms and concepts in the field of communication sciences.	Using theories from the field of communication science, he is able to recognize barriers in intercultural communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[JAPL3_U09] Student can recognize processes and barriers to intercultural communication.	Is able to recognize barriers in intercultural communication and use tools to increase the effectiveness of this communication.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[JAPL3_W11] Student is familiar with the methodology of tasks, norms, procedures and good practices used in institutions related to cultural and economic activities in the field of international cooperation related to the area of Polish and Japanese language.	Knows the rules for performing tasks, procedures and standards applicable in international organizations, especially those that cooperate with Japanese entities.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Subject contents	Cultural environment - diversity of definitions of national culture and its elements (R. Linton, E.B. Taylor, P. Cateor and P. Ghuari, G. Hofstede, E. Hall), culture and civilization, stereotypes and prejudices - barriers resulting from the cultural background, the main cultural orientations, variety of classifications and models of division of national cultures. The concept of social character and national character. The importance of the cultural environment in international business - areas of international business, forms of international orientation of enterprises. Linguistic diversity in the international activities of enterprises - communication as a process of transmitting information, linguistic diversity of the international market, diversity of verbal communication styles, context in verbal communication, impact of verbal language on the areas of international business. Non-verbal communication in the international activities of enterprises. Specificity of management in a multicultural organization. Marketing strategies on various national markets: the concept of international and global marketing, international orientation of enterprises, standardization and adaptation in marketing, the international environment of the enterprise (economic and market environment, demographic, socio-cultural, political, legal and administrative environment), country of origin effect, types international strategies (from local to global strategy), implementation of product policy. International negotiations: the nature of negotiations, techniques of shaping the place of negotiations, barriers to international negotiations, cultural diversity of negotiation styles, main areas of cultural diversity of negotiation styles.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	partial grades received during the semester for tasks proposed by the teacher, including project tasks and group work	51.0%	90.0%
	active participation in classes and moderated discussions	80.0%	10.0%
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	Bartmiński J., Językowy obraz świata, Lublin 1999. 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. Tyszka, 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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