

Subject card

Subject name and code	Cultural awareness, PG_00206980						
Field of study	International Business, Logistics and Mobility						
Date of commencement of studies	October 2026		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		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Michael Rościszewski-Dodgson				
	Teachers		dr Giuseppe Cirella, prof. UG				
			mgr Michael Rościszewski-Dodgson				
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		45.0	75
Subject objectives	The aim of the course is to develop students' knowledge, skills, and social competencies in the field of intercultural awareness and communication in an international environment. The course prepares students to recognize cultural differences, analyse their impact on organisations and business relationships, and cooperate effectively with people from diverse cultural backgrounds while respecting ethical principles and cultural diversity.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U03] is able to select appropriate sources of information and analyse and synthesise data in order to solve international business problems under conditions of uncertainty.	Is able to identify, analyse and critically evaluate information related to cultures and intercultural communication.	[SU8] observation of student's independent or team work
	[LML3_K02] is aware of the level of his knowledge in the field of logistics and mobility, understands the need to deepen and update this knowledge throughout life	Understands the need for continuous development of intercultural competencies and lifelong learning about different cultures.	[SK1] oral statement/conversation/discussion
	[LML3_K06] is ready to be guided in his professional life by business ethics and corporate social responsibility, respect for others and be loyal to his employer	Demonstrates responsibility and respect towards people representing different cultures and value systems.	[SK1] oral statement/conversation/discussion
	[IBL3_K02] is ready to critically assess own knowledge and received information in the field of international business, economics and finance.	Critically evaluates own intercultural competencies and strives for their continuous improvement.	[SK1] oral statement/conversation/discussion
	[LML3_U10] has the ability to prepare oral presentations on issues related to logistics and mobility, using specialized terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and inference based on scientific literature, is able to actively participate in the debate	Is able to prepare and deliver presentations on intercultural issues and actively participate in discussions.	[SU8] observation of student's independent or team work
	[LML3_U01] is able to correctly interpret economic and social phenomena and apply knowledge of economics, finance, management sciences, logistics and mobility to explain economic phenomena	Is able to explain how social and cultural factors influence organisations and economic processes.	[SU3] text preparation/written work [SU8] observation of student's independent or team work
	[IBL3_U07] is able to participate in debates and present, justify and evaluate different viewpoints concerning issues related to international business.	Is able to present and justify different cultural perspectives and engage in constructive debate on intercultural issues.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[LML3_U15] is able to independently supplement and improve the acquired knowledge and economic skills, uses various methods of learning	Independently develops knowledge and skills related to intercultural communication and cooperation.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[IBL3_W07] knows and understands the dilemmas of the contemporary global economy and their importance for enterprises operating in the international environment.	Knows the major challenges arising from cultural diversity in the contemporary international environment.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[LML3_U03] is able to analyze the causes and course of specific logistics and mobility processes and systems, and accurately analyze these processes and systems with the help of adequate economic and social methods and tools	The student develops the ability to analyse how cultural, social and behavioural factors influence processes and interactions in different organisational and intercultural contexts, using appropriate social and economic perspectives.	[SU8] observation of student's independent or team work
	[LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems	The student knows selected methods and tools used to analyse processes and systems, with particular emphasis on their social, cultural, and organisational contexts.	[SW1] oral statement/conversation/discussion
	[IBL3_U01] is able to interpret and explain economic phenomena and analyse their causes, course and interrelationships using knowledge in the field of international business, economics and finance.	Is able to interpret the influence of cultural factors on business operations and international business relationships.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
	[IBL3_K05] is ready to perform professional roles responsibly, respecting business ethics and applicable standards in the workplace.	Demonstrates readiness to act ethically and respect cultural diversity in the professional environment.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
Subject contents	1. What is Culture? – Introducing Cultural Awareness 2. A Brief History of Cultural Diversity 3. Cultural Awareness in the Workplace 4. Cultural Geographic Thinking 5. Cultural Geography and Identity 6. Ethics and Behaviour 7. Cultural Conflicts 8. Globalisation and Intercultural Exchange – Part 1 9. Globalisation and Intercultural Exchange – Part 2 10. Essay Consultations 11. Course Conclusion and Assessment		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Essay	51.0%	50.0%
	Presentation 2	51.0%	25.0%
	Presentation 1	51.0%	25.0%
Recommended reading	Basic literature	Hofstede, G. (1980). Culture's consequences: International differences in work-related values. Beverly Hills, CA: Sage. Hofstede, G. (1994). "The business of international business is culture." <i>International Business Review</i> , 3(1), 1–14.	
	Supplementary literature	Kirkman, B. L., Lowe, K. B., & Gibson, C. B. (2006). "A quarter century of Culture's Consequences: A review of empirical research incorporating Hofstede's cultural values framework." <i>Journal of International Business Studies</i> , 37, 285–320.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	1. How does culture influence people's behaviour in the workplace? 2. How does globalisation contribute to cultural change and intercultural exchange? 3. Case study analysis of a conflict resulting from cultural differences. 4. Comparison of the influence of geography and history on the culture of two selected countries. 5. How do cultural differences influence ethical decision-making?	
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.