

1. Course information in compliance with the Study Programme of Management International Business									
Course Name: National Cultures in Business							Course Code: B11		
Type of studies: Bachelor's Full-time / Part-time				Profile of education: PRACTICAL			Specialization scope: All		
Year: 1 Term: 1				Course /module status: basic			Course / module language: English		
Type of classes	Lectures	Practical classes			Total	consultations	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	1,3	2,5
including practical classes	-	15	-	-	15	2	0,6	0,4	1
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,7	2,5
including practical classes	-	10	-	-	10	1	0,4	0,6	1
Form of examination	pass/exam with a grade								
Course / module Coordinator	Dr hab. Dorota Simpson								
Lecturers	Dr hab. Dorota Simpson								
Priority effects of the item specified in the Senate resolution		Z_K01, Z_U01, Z_U03, Z_W02, Z_W08							
2. Lecturer tasks									
Course learning objectives:									
<p>The aim of the subject is to expose and understand the essence of cultural differences with particular emphasis of their impact on business. Acquired knowledge should help students to understand these behaviours of business partners that result from cultural diversity. With this knowledge, students will be able to determine how culture influences the willingness to take risks in business, introduction of innovations, negotiation styles, making decision processes, managing styles, assessment and motivation systems. Acquired knowledge will facilitate student's</p>									

practical functioning in globalizing world.		
Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
Knowledge		
W1	He knows and understands at an advanced level the methods and tools used in the international market, including the specificity of intercultural management, allowing for the identification, description and evaluation of processes taking place in organizations operating in the era of globalization and the relations between them.	Z_W02
W2	He knows and understands the basic issues of cultural, economic, legal and ethical conditions of professional activity at an advanced level, in particular when working in multicultural teams.	Z_W08
Skills		
U1	Student can correctly interpret social and cultural phenomena and use this knowledge in the studied area.	Z_U01
U2	Student can identify cultural problems in the functioning of the organization, conduct analysis and develop proposals for solutions using selected methods, tools and acquired knowledge.	Z_U03
Social competence		
K1	Student is ready to critically assess her/his cultural knowledge, constantly improve acquired competences and professional qualifications in the changing economic conditions of the globalizing world.	Z_K01
Topics of particular classes with the number of hours		
<p style="text-align: center;">LECTURES</p> <p style="text-align: center;">number of hours: full-time studies - 15 hours, part-time studies - 10 hours</p>		
1. Introductory lecture: 4 h/2 h <ul style="list-style-type: none"> - the essence of culture - review and comparative analysis of definitions - elements of culture - layers and levels of culture - cultural intelligence and its components - the concept of "global village" - homogenization of culture - Hannerz model - cultural convergence and divergence 		

2. The genesis of research on cultural determinants in business - the Kluckhohn-Strodtbeck model – 2 h/1 h 3. Geert Hofstede model - 2 h/2 h 4. Other models - Hampden-Turner and Trompenaars, Gesteland, Hall, Lewis, GLOBE model - 5 h/4 h 5. Models of cultural adaptation in a new cultural environment with particular emphasis on culture shock – 2 h/1 h - the essence, causes, course of culture shock and its impact on the functioning of an individual in a foreign cultural environment - positive and negative consequences of culture shock - "U" and "W" curves presenting the expatriate's stay abroad and return home.	
Total: Full-time 15 h, Part-time lectures – 10 h	
PRACTICAL CLASSES	
1. RELIGION AS AN IMPORTANT ELEMENT OF CULTURE AND ITS INFLUENCE ON BUSINESS AND BEHAVIOR IN THE ORGANIZATION – 6 h/4 h - Christianity (Catholicism, Orthodoxy, Protestantism), Islam, Hinduism, Buddhism, Taoism, other, - Students in groups prepare and present a selected topic in PP, illustrating it with short youtube films, music, photos, etc. 2. CULTURE IN SELECTED COUNTRIES – 9 h/6 h - basic information about the country (area, capital city, population and its structure in terms of age and education, currency, ethnic and minority groups, etc.), - education system - level of socio-economic development - main indicators: national income per capita, HDI, economic cooperation with foreign countries - foreign trade, direct investment - the level of IT infrastructure development, - features of culture according to the selected model of culture, e.g. Hofstede, Lewis or Hall, language , religion, cuisine, architecture, attire, etc., - business behaviour - business etiquette, characteristics of negotiators and their negotiating style.	
Total: Full-time 15 h, Part-time classes – 10 h	
Methods of teaching	Classic and interactive lecture with the use of multimedia techniques, activating exercises, discussions, multimedia presentations of projects, written projects, group work, practical classes.
Assigned Literature	G. Hofstede, G. J. Hofstede, M. Minkov, Cultures and Organizations, Software of the Mind, McGraw-Hill, 2010 Available: https://e-edu.nbu.bg/pluginfile.php/900222/mod_resource/content/2010.pdf D. Simpson, Cultural differences in conducting business in the South Baltic Region, in: Export Marketing of Small and medium-Sized Enterprises in the South Baltic Region, ed. By H. Treder and P. Kulawczuk, Gdańsk University Press, Gdańsk 2012, p. p. 173 – 185 (available in the library of UBA, Gdynia)
Optional Literature	Paul H. P. Hanel Gregory R. Maio, Ana K. S. Soares, Katia C. Vione Gabriel L. de Holanda Coelho Valdeiney V. Gouveia Appasaheb C. Patil, Shanmukh V. Kamble and Antony S. R. Manstead, Cross-Cultural Differences and Similarities in Human Value Instantiation, <i>Frontiers in Psychology</i> (available in the Internet in PDF)

V. Routama , Y. Tsuzuki, T. M. Brandt, Managing Intercultural differences: the relationship between cultures, values and personality (available in PDF)

3. Tasks and time of independent student work

Tasks descriptions	Number of hours		ECTS Credits	
	Full-time	Part-time	Full-time	Part-time
The tasks of theoretical	22,5	27,5	0,9	1,1
Studying literature for preparation for classes and final exam	22,5	27,5	0,9	1,1
The tasks shaping practical skills	10	15	0,4	0,6
Project development on religion in various cultural circles and the cultural specificity of selected countries.	10	15	0,4	0,6
TOTAL student workload in hours	32,5	42,5	1,3	1,7

4. Methods of verification and documentation of the learning outcomes assessment

Symbol of learning outcomes	Methods of verification and documentation
K1	Student's activity in class, participation in discussions, group work and preparation of presentations in groups, solving practical examples.
U1	Active participation in tutorial, solving tasks, exercises, preparing presentations, working in teams.
U2	Attendance, active participation in tutorial, preparation of projects, activities during classes, participation in discussions, preparation of presentations, solving practical examples.
W1	Exam
W2	Exam
	<p>Basic criteria for the final assessment: modular assessment – average grade of tutorial and exam.</p> <p>The final grade is calculated on the basis of the grades obtained from the tutorial - weight 40% and the grade obtained from the test - weight 60%.</p>

Grading scale:

91-100% - 5

81-90% - 4,5

71-80% - 4

61-70% - 3,5

51-60% - 3

50 % and less – 2

To take the exam, student must obtain a positive grade from the tutorial

Exam: the exam is in the form of a single-choice test and consists of 25 questions posted on the Moodle platform.

Retake exam: as above.