

Course description Faculty of Management  
E. Kwiatkowski University of Business and Administration  
in Gdynia academic year 2021/2022

**1. Course information in compliance with the Study Programme of  
MANAGEMENT**

Course Name: : <b>Intercultural Communication in Business</b>						Course Code: <b>D4_1</b>			
Type of studies: <b>Bachelor's Full-time / Part-time</b>			Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>			
Year: <b>2, 3</b> Term: <b>3, 5</b>			Course /module status: <b>facultative</b>			Course / module language: <b>English</b>			
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	-	-	-	15	2	0,6	0,4	1
including practical classes	-	-	-	-	-	-	-	-	-
Teaching Hours Part time studies	15	-	-	-	15	2	0,6	0,4	1
including practical classes									
Form of examination	<b>Exam</b>								
Course / module Coordinator	<b>Dr hab. Dorota Simpson</b>								
Lecturers	<b>Dr hab. Dorota Simpson</b>								
Priority effects of the item specified in the Senate resolution		<b>Z_W05, Z_U07, Z_U09, Z_K03</b>							

**2. Lecturer tasks**

**Course learning objectives:**

To understand the essence of communication process – verbal, nonverbal and paraverbal and communication models;  
To understand the essence, elements and dimensions of culture and the impact of cultural differences on communication in business.

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
Knowledge		
W_01	He knows and understands at an advanced level issues in the field of social sciences in the field of management and quality sciences in relation to the determinants of business activity, in particular communication in business with representatives of different cultures.	Z_W05
Skills		
U_01	At an advanced level students can plan and organize work individually, as well as interact with other people as a leader of a team work and manage a team of employees.	Z_U07
U_02	Students can prepare at an advanced level an oral presentation using professional terms and concepts in the field of management, as well as conduct a business meeting, conference or debate in this regard, taking into account the cultural diversity of the recipients / audience.	Z_U09
Social competence		
K_01	Students are ready to perform their professional roles responsibly, including observing the principles of professional ethics, in particular in interpersonal contacts with representatives of other cultures and demanding it from others, as well as caring for the achievements and traditions of the profession.	Z_K03
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LECTURES</b>  <b>(THEORETICAL CLASSES)</b>  <b>Full time – 15 h, Part time – 15 h</b></p> <p>1w. The essence of communication – verbal, nonverbal, paraverbal – 2 h  2w. Models of communication – 1 h  3w. Definitions of culture, levels, layers and elements of culture – 2 h  4w. Language as an important element of culture influencing cross-cultural communication in business – 2 h  5w. Selected models of cultural dimensions – 4 h  6w. High context and low context communication based on selected examples of countries – 2 h  7w. Nonverbal and paraverbal communication in international business – 2h</p>		
Methods of teaching	Studying individually literature, materials and videos uploaded on the Moodle Platform.	

Literature	Adrian Holliday, Martin Hyde, John Kullman, <i>Intercultural Communication. An advanced resource book for students</i> , Routledge 2021 (ISBN 9780367482466)
Optional Literature	Alan and Barbara Pease, <i>The Definitive book of Body Language</i> , <a href="#">Body Language.pdf</a>  Video: <i>Culture's Impact on Interpersonal Communication</i> , <a href="https://study.com/academy/lesson/cultures-impact-on-interpersonal-communication.html">https://study.com/academy/lesson/cultures-impact-on-interpersonal-communication.html</a>

### 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	10	10	0,4	0,4
Studying and analysing the literature of the subject for the exam, including electronic sources, watching the videos on intercultural communication	10	10	0,4	0,4
<b>The tasks shaping practical skills</b>	-	-	-	-
<b>TOTAL student workload in hours</b>	<b>10</b>	<b>10</b>	<b>0,4</b>	<b>0,4</b>

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

Symbol of learning outcomes	Methods of verification and documentation
W_01	Exam - a written test covering the theoretical issues, written self-assessment report
U_01, U_02	Exam, written self-assessment report
K_01	Exam, self-assessment report – completed and delivered 10 day before the exam session
	<b>Basic criteria of assessment:</b>  <b>Exam:</b> a written test covering the theoretical issues of the subject  <b>Grading scale</b> - according to the scale below:  91-100% - 5 (A)

	81-90% - 4,5 (B)
	71-80% - 4 (C)
	61-70% - 3,5 (D)
	51-60% - 3 (E)
	Less than 50% - 2 fail (F)