



Andrzej Frycz Modrzewski Krakow University

SUBJECT CARD

1. Basic information

Subject	Intercultural Communication in Business and Management
Faculty	Faculty of Law
Field of study	International Relations
Specialisation	International Business
PQF level	6 PQF
Level of studies	first-cycle studies
Form of studies	full-time studies
Group of activities	-----
Number of ECTS credits	5
Subject type	specialization
Total number of hours	30h
Didactic cycle	2024/2025 winter
Academic semester	4
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	prof. dr hab. Jerzy Zdanowski (e-mail: jzdanowski@afm.edu.pl)

Semester, number of ECTS credits, class type, number of hours

Semester	Discussion class
4	30h 5 ECTS

2. Subject objectives

C1	The course is designed as a comprehensive introduction to the problem of cultural dynamics and cultural assumptions on human behaviour. The basic idea is that culture penetrates our inner being subconsciously and deeply. World cultures share many standard features. Nevertheless, they all display a unique style when such common elements are combined: kinship patterns, education systems, valuation of the individual and the group, friendship patterns, time-related organizational patterns, and the criteria for aesthetic appreciation. The course aims to understand cultural dynamics and their influence on business activity.
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3. Prerequisites

1 Good knowledge of English.

2 Basic ideas about culture and elements of cultural diversity as well as basic concepts of economic dynamics during globalization.

4. Learning content

W1	Knowledge: A graduate of this course demonstrates knowledge of cultural determinants of business activity in the field of marketing and management with special attention given to such determinants as concepts of time, space, individuality, in-group dynamics, relations between young and old generations, ethical and aesthetical patterns, and on the every-day social relations	EUK6_W2
U1	Skills: He/she can understand and explain business behaviour determined by customs sanctioned as appropriate by a given culture. Can use obtained knowledge on mechanisms of culture functioning to analyse the possibilities of doing business on a particular market and achieve better effectiveness in business activity.	EUK6_U5
K1	Social competence: He/she demonstrates the ability to understand problems of cultural dynamics and the processes going on in the business. He/she can connect the two fields into one structure to improve the effects of his/her professional activity.	EUK6_KS2
K2	Social competence: He/she correctly diagnoses cultural determinants of business activity and is well prepared to expose cultural marketing and management aspects in a multi-cultural environment. He/she can use theoretical knowledge in practical activities in a business.	EUK6_KS2
K3	Social competence: He/she is aware of the necessity of permanently improving knowledge of the given culture under the condition of simple changes caused by global developments.	EUK6_KS1, EUK6_KS2

5. Curriculum content

Discussion class (30 h)

Code	Topic blocks (semester: 4)
Kon1	1. Culture: Its components and mechanism. Cultural variables in international marketing, 4 hours
Kon2	2. Intercultural communication and its mechanism. Models of intercultural marketing communication. The cultural context of verbal and non-verbal communication, 4 h
Kon3	3. Culture and consumer behaviour. Cultural traits and international marketing. Adaptation and standardization of product: cultural assumption. Sale promotion in the cultural environment. Globality and locality in advertising and management. 4 h
Kon4	4. Cross-Culture and marketing negotiations. Cross-culture market research. 4 h
Kon5	5. The 'Seven Keys' of Intercultural Communication in Business and Management. 14 h

6. Teaching methods

Discussion class	
M1	Case study
M10	Seminar
M17	Multimedia presentation
M20	Lecture

7. Student workload

Form of student activity	Student workload
Discussion class	30h
Including the e-learning method:	0 h
Student's own work	
	95h
Total workload	
Total number of hours for the course	125 h
Total number of ECTS credits	5 ECTS

8.

Evaluation criteria

Course completion criteria:

Presentations in the classroom; passing the tests during the semester and the final written exam with a minimum of 51% of points.

Discussion class	
Grade 5:	minimum of 91% of points on the final exam
Grade 4,5:	minimum of 81% of points on the final exam
Grade 4:	minimum of 71% of points on the final exam
Grade 3,5:	minimum of 61% of points on the final exam
Grade 3:	minimum of 51% of points on the final exam

9. Reading materials

Course reading materials

1. Jean-Claude Usunier, Julie Lee — Marketing Across Cultures, Edinburgh, 2013, Pearson Education [parts; in open access]
2. Jean-Claude Usunier, Julie Lee — Marketing Across Cultures, Edinburgh, 2013, Pearson Education [parts; in open access]
3. Ch. Salomon, M.S. Schell — Managing across Cultures. The Seven Keys to doing Business with a Global Mindset, New York, 2009, RW3 LLC [parts; in open access]

Supplementary materials

1. Helen Deresky — International Management: Managing Across Borders and Cultures, Edinburgh, 2016, Pearson Education [parts; in open access]
2. M. Helmond, T. Dathe, F. Hummel, B. Terry, J. Pieper — Successful International Negotiations: A Practical Guide for Managing Transactions and Deals, Hamburg, 2019, Springer [parts; in open access]

10. Information about academic teachers

Lecturer(s) prof. dr hab. Jerzy Zdanowski (e-mail: jzdanowski@afm.edu.pl)