



Subject card

Subject name and code	INTERNATIONAL BUSINESS AND CULTURE, PG_00061345						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	first-cycle studies		Subject group		Optional subject group 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		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Management -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Szeluga-Romańska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		11.0		54.0	125
Subject objectives	Analyzes international business in the context of cultural differences and their impact on the functioning of business						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] demonstrates creative and entrepreneurial activity in identifying and solving innovative ideas		creates innovative business solutions, taking into account the aspects of cultural differences in international business		[SW1] Assessment of factual knowledge		
	[K6_K01] demonstrates awareness of legal, ethical and cultural diversity issues by making socially responsible decisions		assesses the interrelationships between factors shaping business and cultural differences		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	Course content – lecture Culture the definitions and dimensions Organisations and culture management Importance and role of culture in international business team organization Importance and role of culture in international business leadership Importance and role of culture in international business HRM Importance and role of culture in international business negotiations DEIB (diversity, equity, inclusion & belonging) concept implementation International business and cross-cultural challenges: local vs. glocal perspective Cultural differences in international business: communication Cultural differences in international business: organisational structure Cultural differences in international business: workplace etiquette Identification of cultural barriers in international business Searching for inclusive solutions for cultural barriers The culture shapes business, or business shapes the culture?						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Exam		60.0%		50.0%		
	Tutorial test		60.0%		50.0%		
Recommended reading	Basic literature		Patel, T., Salih A. M. (2022) Cultural Spaces in International Business: Theories and Applications, Routledge Becker, K. (2013) Culture and International Business, Routledge				

	Supplementary literature	Intercultural Management Issues (2012) ed. M. Rozkwitalska, Poland: Difin.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Practical activities within the subject	Not applicable	

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