



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 Teachers		dr Marta Szeluga-Romańska							
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					
Subject contents	[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									
Prerequisites and co-requisites	[SK5] Assessment of ability to solve problems that arise in practice									
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade					
	Exam		60.0%		50.0%					
Recommended reading	Tutorial test		60.0%		50.0%					
	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 activites within the subject	Not applicable	

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