



Subject card

Subject name and code	INTERNATIONAL BUSINESS AND CULTURE, PG_00071728						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	first-cycle studies	Subject group			Obligatory subject group in the field of study 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	3	Language of instruction			English		
Semester of study	6	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			assessment		
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	15.0	0.0	0.0	0.0	45
	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	45	3.0	27.0	75		
Subject objectives	to prepare students to analyze and manage cultural determinants in international business based on knowledge of cultural theory and cross-cultural management, and to develop attitudes of openness, responsibility, and collaboration in a global business environment.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of management, and by evaluating diverse opinions during discussions and debates.	is able to identify and interpret cultural differences in international business and translate them into practical actions in communication, teamwork, and negotiation.			[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information		
	[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	is ready to act responsibly in culturally diverse environments, building cooperation based on respect and seeking inclusive solutions in cross-cultural situations.			[SK5] Assessment of ability to solve problems that arise in practice		
	[K6_W06] understands and applies methods for classifying and evaluating acquired information based on advanced general and specialized knowledge, with consideration of their application in various types of professional activities.	knows and understands how culture shapes organizational functioning in international settings and is able to critically use analytical methods and reliable data sources to interpret cross-cultural phenomena.			[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	<p>Course content – lecture</p> <p>Culture the definitions and dimensions</p> <p>Organisations and culture management</p> <p>Importance and role of culture in international business team organization</p> <p>Importance and role of culture in international business leadership</p> <p>Importance and role of culture in international business HRM</p> <p>Importance and role of culture in international business negotiations</p> <p>DEIB (diversity, equity, inclusion & belonging) concept implementation</p> <p>International business and cross-cultural challenges: local vs. glocal perspective</p> <p>Cultural differences in international business: communication</p> <p>Cultural differences in international business: organisational structure</p> <p>Cultural differences in international business: workplace etiquette</p> <p>Identification of cultural barriers in international business</p> <p>Searching for inclusive solutions for cultural barriers</p> <p>The culture shapes business, or business shapes the culture?</p>		
	<p>Course content – exercises</p> <p>Culture the definitions and dimensions</p> <p>Organisations and culture management</p> <p>Importance and role of culture in international business team organization</p> <p>Importance and role of culture in international business leadership</p> <p>Importance and role of culture in international business HRM</p> <p>Importance and role of culture in international business negotiations</p> <p>DEIB (diversity, equity, inclusion & belonging) concept implementation</p> <p>International business and cross-cultural challenges: local vs. glocal perspective</p> <p>Cultural differences in international business: communication</p> <p>Cultural differences in international business: organisational structure</p> <p>Cultural differences in international business: workplace etiquette</p> <p>Identification of cultural barriers in international business</p> <p>Searching for inclusive solutions for cultural barriers</p> <p>The culture shapes business, or business shapes the culture?</p>		
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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