

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: CULTURAL DIFFERENCES IN BUSINESS BEHAVIOUR					
Studies: Management 1 cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
	Full time studies		lectures	classes	
	Full time studies	4	20	16	4
Course description: The Cultural Differences in Business Behaviour programme aims to provide a comprehensive understanding of how cultural variations impact business practices and behaviors across the global landscape. It delves into the complexities of cross-cultural interactions and their significance in international business settings. The curriculum emphasizes the exploration of various cultural frameworks, dimensions, and theories to offer insights into the diverse behavioral patterns and practices prevalent in different cultures. Students learn to identify, understand, and interpret cultural differences that influence business behaviors, norms, and values. Communication styles and patterns in diverse cultural contexts are a central focus, allowing students to analyze and adapt communication strategies for effective business interactions. The programme highlights the significance of cultural sensitivity and adaptability in fostering successful cross-cultural relationships and collaborations. Managing diversity within global business teams is another crucial aspect covered, focusing on developing skills to leverage cultural diversity for enhanced team performance and innovation. Moreover, the programme examines the impact of cultural influences on decision-making processes within business contexts. It explores how cultural values, ethics, and norms shape business decisions and strategies. Additionally, students are equipped with intercultural negotiation skills tailored to navigate complexities and nuances specific to diverse cultural settings in business transactions. The course is filled in with many case studies and practical examples of Cultural differences in business behaviour problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Cross-Cultural Frameworks: To comprehend various cultural dimensions and frameworks influencing business behaviors across different societies. 2. Analyzing Communication Patterns: To study how cultural differences impact communication styles and strategies in business interactions. 3. Cultural Sensitivity and Adaptability: To foster cultural sensitivity and adaptability essential for effective cross-cultural business relations. 4. Navigating Diversity in Global Teams: To equip students with skills to manage and leverage diversity in multicultural business teams. 5. Exploring Cultural Influences on Decision-Making: To examine how cultural values and norms influence business decision-making processes. 6. Enhancing Intercultural Negotiation Skills: To develop negotiation skills specifically tailored for diverse cultural contexts in business. Teaching the functions and role of cultural differences in business behaviour for contemporary market entities, developing skills in solving cultural problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on cultural differences in business					

behaviour problems. Training of social competences related to collective problem solving and preparing and introducing all stages of cultural differences in business behaviour in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please remember to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Cultural Differences in Business Behaviour programme aims to provide a comprehensive understanding of how cultural variations impact business practices and behaviors across the global landscape. It delves into the complexities of cross-cultural interactions and their significance in international business settings. The curriculum emphasizes the exploration of various cultural frameworks, dimensions, and theories to offer insights into the diverse behavioral patterns and practices prevalent in different cultures. Students learn to identify, understand, and interpret cultural differences that influence business behaviors, norms, and values. Communication styles and patterns in diverse cultural contexts are a central focus, allowing students to analyze and adapt communication strategies for effective business interactions. The programme highlights the significance of cultural sensitivity and adaptability in fostering successful cross-cultural relationships and collaborations. Managing diversity within global business teams is another crucial aspect covered, focusing on developing skills to leverage cultural diversity for enhanced team performance and innovation. Moreover, the programme examines the impact of cultural influences on decision-making processes within business contexts. It explores how cultural values, ethics, and norms shape business decisions and strategies. Additionally, students are equipped with intercultural negotiation skills tailored to navigate complexities and nuances specific to diverse cultural settings in business transactions.

Main topics:

1. Introduction to Cross-Cultural Business Behavior
2. Cultural Frameworks and Dimensions in Business
3. Communication Patterns in Cross-Cultural Business Contexts
4. Cultural Sensitivity and Adaptability in Business
5. Managing Diversity in Global Business Teams
6. Cultural Influences on Decision-Making in Business
7. Intercultural Negotiation Skills in Business

Literature**1. Main texts:**

1. Hofstede, Geert, Hofstede, Gert Jan, Minkov, Michael - "Cultures and Organizations: Software of the Mind" - McGraw-Hill Education - 2018
2. Trompenaars, Fons, Hampden-Turner, Charles - "Riding the Waves of Culture: Understanding Cultural Diversity in Global Business" - Nicholas Brealey Publishing - 2018
3. Lewis, Richard D. - "When Cultures Collide: Leading Across Cultures" - Nicholas Brealey Publishing - 2017
4. Adler, Nancy J. - "International Dimensions of Organizational Behavior" - Cengage Learning - 2017

Additional required reading material:

1. Morrison, Terri, Conaway, Wayne A., Borden, George A. - "Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More Than 60 Countries" - Adams Media - 2018
2. Maznevski, Martha L., DiStefano, Joseph J. - "International Management Behavior: Global and Sustainable Leadership" - Wiley - 2019
3. Hall, Edward T. - "The Silent Language" - Anchor Books - 2018

Rules of the exams on subject (Assessments)

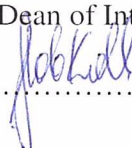
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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