

ENGLISH – SYLLABUS (GENERAL)					
<b>SUBJECT:</b>  <b>ORGANIZATIONAL MANAGEMENT IN EUROPE</b>					
<b>Studies: Management</b> I cycle studies Management Specialty: ALL			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	20	-	<b>3</b>
<b>Course description:</b> The Organizational Management in Europe program is designed to prepare students for leadership roles in the diverse and dynamic European business landscape. The curriculum focuses on developing cross-cultural leadership skills, recognizing the importance of effectively managing diverse teams within the European context. Students gain a comprehensive understanding of the European business environment, exploring economic, legal, and cultural aspects that shape organizational dynamics in the region. The program places a strong emphasis on providing students with the knowledge and skills needed to navigate the intricacies of the European business landscape. Effective communication across borders is a key component, with students learning to navigate linguistic and cultural nuances to communicate successfully in multinational organizations operating in Europe. The program recognizes the significance of clear and culturally sensitive communication in fostering collaboration and achieving organizational goals. Strategic decision-making in European markets is a focal point, ensuring that students can make informed decisions aligned with the unique market dynamics, regulatory frameworks, and industry trends present in Europe. Change management in a European context is explored, acknowledging the specific challenges and opportunities associated with implementing organizational changes within the diverse cultural, legal, and organizational landscape of Europe. By blending theoretical knowledge with practical applications, the Organizational Management in Europe program equips students with the skills needed to lead and manage organizations effectively in the complex and multicultural European business environment. The course is filled in with many case studies and practical examples of Organizational management in Europe problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> 1.Cross-Cultural Leadership: Develop cross-cultural leadership skills essential for managing diverse teams and organizations within the European context. 2.European Business Environment Understanding: Provide students with a deep understanding of the European business environment, including economic, legal, and cultural aspects. 3.Effective Communication Across Borders: Cultivate effective communication skills tailored for multinational organizations operating in Europe, focusing on linguistic and cultural nuances. 4.Strategic Decision-Making in European Markets: Equip students with the ability to make strategic decisions that align with European market dynamics, regulatory frameworks, and industry trends. 5.Change Management in a European Context: Develop expertise in change management strategies specific to European organizations, considering cultural, legal, and organizational factors.					



Teaching the functions and role of Organizational management in Europe for contemporary market entities, developing skills in solving Organizational management in Europe problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Organizational management in Europe problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Organizational management in Europe in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – n/a

**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 feel free to come and see me 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 Organizational Management in Europe program is designed to prepare students for leadership roles in the diverse and dynamic European business landscape. The curriculum focuses on developing cross-cultural leadership skills, recognizing the importance of effectively managing diverse teams within the European context. Students gain a comprehensive understanding of the European business environment, exploring economic, legal, and cultural aspects that shape organizational dynamics in the region. The program places a strong emphasis on providing students with the knowledge and skills needed to navigate the intricacies of the European business landscape. Effective communication across borders is a key component, with students learning to navigate linguistic and cultural nuances to communicate successfully in multinational organizations operating in Europe. The program recognizes the significance of clear and culturally sensitive communication in fostering collaboration and achieving organizational goals. Strategic decision-making in European markets is a focal point, ensuring that students can make informed decisions aligned with the unique market dynamics, regulatory frameworks, and industry trends present in Europe. Change management in a European context is explored, acknowledging the specific challenges and opportunities associated with implementing organizational changes*

*within the diverse cultural, legal, and organizational landscape of Europe. By blending theoretical knowledge with practical applications, the Organizational Management in Europe program equips students with the skills needed to lead and manage organizations effectively in the complex and multicultural European business environment.*

**Main topics:**

1. Cross-Cultural Leadership in European Organizations
2. Understanding the European Business Environment
3. Effective Communication in Multinational Organizations Operating in Europe
4. Strategic Decision-Making in European Markets
5. Change Management Strategies in a European Context

**Literature**

**Main texts:**

1. Lane, Henry W., and Maznevski, Martha L. "International Management Behavior: Global and Sustainable Leadership". Wiley. 2014.
2. Mullins, Laurie J. "Management and Organisational Behaviour". Pearson. 2019

**Additional required reading material:**

1. Bamberger, Peter A., and Meshoulam, Ilan. "Human Resource Strategy: Formulation, Implementation, and Impact". Sage Publications. 2018.
2. Brewster, Chris, Mayrhofer, Wolfgang, and Farndale, Elaine. "Handbook of Research on Comparative Human Resource Management". Edward Elgar Publishing. 2011
3. "International Dimensions of Organizational Behavior". Cengage Learning. 2017

**Rules of the exams on subject (Assessments)**

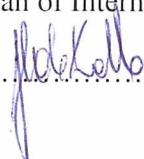
Lectures – Written exam (test and case study)

Classes – n/a

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



KATOWICE BUSINESS UNIVERSITY  
Harczy Wrzeźnia 1939 nr 3  
40-659 Katowice, Poland  
tel. +48 32 35 70 603/643  
[www.akademiagornoslaska.pl](http://www.akademiagornoslaska.pl) (192)