

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: PSYCHOLOGY IN INTERNATIONAL BUSINESS					
Studies: Management 1 cycle studies Management Specialty: International Business And Tourism			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	20	16	4
Course description: The Psychology in International Business programme integrates psychological theories and principles into the realm of global business operations. It delves into the intricate interplay between human behavior, cognition, and cultural diversity in the context of international business. The curriculum focuses on providing students with a comprehensive understanding of how psychological factors influence decision-making, consumer behavior, and interpersonal dynamics in the global marketplace. It explores the nuances of cross-cultural psychology, highlighting the significance of cultural differences in shaping business practices and strategies. Students delve into behavioral economics, studying how psychological biases and heuristics impact economic decisions and market behaviors. Moreover, the programme emphasizes the development of intercultural competence, equipping students with the skills needed for effective communication, negotiation, and collaboration across diverse cultural contexts. Consumer psychology in global markets is another key area of study, examining how cultural, social, and psychological factors influence consumer preferences and buying behavior worldwide. Leadership, organizational psychology, conflict resolution, and cultural adaptation are integral components of the curriculum, focusing on the psychological aspects of leadership, team dynamics, conflict management, and the adjustment processes for individuals working in international settings. Additionally, the programme addresses ethical decision-making, exploring the psychological dimensions that influence ethical behavior in the complex landscape of international business. The course is filled in with many case studies and practical examples of Psychology in international business 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 Psychology: To explore psychological theories and concepts relevant to diverse cultural contexts in international business settings. 2. Applying Behavioral Economics in Business: To understand how psychological principles influence decision-making and consumer behavior in global markets. 3. Developing Intercultural Competence: To foster skills in intercultural communication and negotiation for effective collaboration in international business. 4. Studying Consumer Psychology in Global Markets: To analyze consumer behavior, preferences, and motivations across different cultural and national contexts. 5. Leadership and Organizational Psychology: To delve into psychological aspects of leadership, team dynamics, and organizational behavior in global business environments. 6. Conflict Resolution and Management: To learn psychological strategies for resolving conflicts and managing diverse perspectives within international teams. 7. Cultural Adaptation and Adjustment: To understand psychological processes involved in cultural adaptation and adjustment for expatriates and global professionals. 					

8. Ethical Decision-Making in International Business: To examine psychological factors influencing ethical decision-making and behavior in global business scenarios.

Teaching the functions and role of Psychology in international business for contemporary market entities, developing skills in solving psychology problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Psychology in international business problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Psychology in international business 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 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:

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Main topics:

1. Introduction to Cross-Cultural Psychology in Business
2. Behavioral Economics and Decision-Making in Global Markets
3. Intercultural Competence and Communication in International Business
4. Consumer Psychology in Global Contexts
5. Leadership and Organizational Psychology in Global Business
6. Conflict Resolution Strategies in International Teams
7. Cultural Adaptation and Adjustment in Global Work Environments
8. Ethics and Psychology in International Business

Literature

Main texts:

1. Triandis, Harry C., Suh, Eunkook M. - "Cultural Influences on Personality" - Routledge - 2018
2. Maddux, William W., Galinsky, Adam D. - "Cultural Intelligence: People Skills for Global Business" - Jossey-Bass - 2018
3. Shiraev, Eric B., Levy, David A. - "Cross-Cultural Psychology: Critical Thinking and Contemporary Applications" - Routledge - 2017

Additional required reading material:

1. Ludden, David - "Consumer Psychology: A Guide to Human Potential" - Routledge - 2018
2. Hartog, Deanne N., Molen, Henk W. van der - "Leadership and Power: Identity Processes in Groups and Organizations" - Psychology Press - 2019

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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