

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**PSYCHOLOGY IN INTERNATIONAL BUSINESS**

**Studies: Management**

I cycle studies  
Management  
Specialty: Modern Business Management

**Faculty: Management**

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	20	16	<b>4</b>

**Course description:**

The study program on Psychology in International Business focuses on the intricate relationship between human behavior, cultural dynamics, and business interactions in a global context. It explores the psychological principles that underpin various aspects of international business, encompassing cross-cultural communication, negotiation, consumer behavior, leadership, and ethical decision-making. This interdisciplinary program delves into the psychological factors influencing the behavior of individuals and groups in international business settings. It emphasizes the importance of understanding cultural nuances, communication patterns, and behavioral expectations across different countries and regions. Students will gain insights into effective communication strategies tailored to diverse cultural contexts, enabling them to navigate language barriers and cultural differences proficiently. The curriculum also covers negotiation techniques and conflict resolution strategies necessary for successful collaborations in international business environments. Moreover, the program delves into consumer behavior analysis, examining the psychological influences on purchasing decisions within varied international markets. Understanding these factors is crucial for developing effective marketing and sales strategies globally. The study of leadership and management styles across cultures forms a significant component, providing insights into effective global leadership approaches. Additionally, ethical decision-making in international business, considering cultural perspectives, is a vital aspect covered in the program. Throughout the curriculum, the focus remains on fostering adaptability, flexibility, and a deep understanding of team dynamics to navigate the complexities of the global business landscape.

The course is filled in with many case studies and practical examples of psychology in international business, so it should be interesting for all those students who are eager to deal with sales psychology issues also after the course.

**COURSE LEARNING OBJECTIVES:**

1. Understanding Cross-Cultural Behaviors: Develop insights into diverse cultural behaviors and their impact on international business interactions.
2. Effective Communication Skills: Acquire communication strategies to navigate cultural differences and enhance cross-cultural interactions.
3. Negotiation and Conflict Resolution: Learn negotiation techniques and conflict resolution strategies in an international context.
4. Consumer Behavior Analysis: Explore psychological factors influencing consumer behavior in diverse international markets.
5. Leadership and Management Styles: Understand varied leadership and management styles across cultures for effective global leadership.

6. Adaptability and Flexibility: Cultivate adaptability and flexibility to work in diverse international business environments.
7. Ethical Decision-Making: Address ethical dilemmas and apply psychological principles in making ethical decisions in global business.
8. Team Dynamics: Understand the psychology behind effective team dynamics and collaboration in a global business setting.

Teaching the functions and role of psychology in international business for contemporary market entities, developing skills in solving psychology in international business, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on psychology in international business. 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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*expectations across different countries and regions. Students will gain insights into effective communication strategies tailored to diverse cultural contexts, enabling them to navigate language barriers and cultural differences proficiently. The curriculum also covers negotiation techniques and conflict resolution strategies necessary for successful collaborations in international business environments. Moreover, the program delves into consumer behavior analysis, examining the psychological influences on purchasing decisions within varied international markets. Understanding these factors is crucial for developing effective marketing and sales strategies globally. The study of leadership and management styles across cultures forms a significant component, providing insights into effective global leadership approaches. Additionally, ethical decision-making in international business, considering cultural perspectives, is a vital aspect covered in the program. Throughout the curriculum, the focus remains on fostering adaptability, flexibility, and a deep understanding of team dynamics to navigate the complexities of the global business landscape.*

**Main topics:**

1. Cross-Cultural Communication in Business
2. Negotiation Strategies in International Business
3. Consumer Psychology in Global Markets
4. Leadership Styles across Cultures
5. Ethical Decision-Making in Global Business
6. Team Dynamics in Multicultural Environments
7. Cultural Influences on Management Practices

**Literature**

**Main texts:**

1. Triandis, Harry C. - "Culture and Psychology" - Routledge (2018)
2. Adler, Nancy J. - "International Dimensions of Organizational Behavior" - Cengage Learning (2017)
3. Hofstede, Geert - "Cultures and Organizations: Software of the Mind" - McGraw-Hill Education (2018)

**Additional required reading material:**

1. Earley, P. Christopher & Peterson, Randall S. - "The Blackwell Handbook of Cross-Cultural Management" - Wiley-Blackwell (2018)
2. McSweeney, Brendan - "The Oxford Handbook of Culture and Psychology" - Oxford University Press (2018)
3. Shenkar, Oded & Luo, Yadong - "International Business" - Routledge (2018)

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

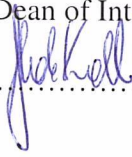
Lectures – Written exam (test and case study)

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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