

ENGLISH – SYLLABUS (SPECIALTY)					
<b>SUBJECT:</b>  <b>PSYCHOLOGY IN INTERNATIONAL BUSINESS</b>					
<b>Studies: Management</b> I cycle studies Management Specialty: Psychology In Business			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	20	16	4
<b>Course description:</b> The Psychology in International Business program focuses on exploring the psychological underpinnings that influence individual behavior, interactions, and decision-making processes in the context of global business. It delves into understanding how cultural diversity impacts business practices and interpersonal relations. This program starts by examining the impact of cultural differences on behavior and cognition in international business settings. It studies how cultural variations shape perceptions, attitudes, communication styles, and decision-making approaches across different regions and countries. Effective communication is a crucial aspect, and the curriculum emphasizes developing cross-cultural communication strategies that consider psychological and cultural nuances. It aims to enhance students' ability to communicate and collaborate effectively in diverse international business environments. The development of cultural intelligence is a key focus. Students learn to adapt and navigate through various cultural contexts by understanding and appreciating diverse perspectives, norms, and values, thus fostering effective intercultural relations. Negotiation, conflict resolution, and leadership styles in global settings are explored from a psychological viewpoint. The program aims to equip students with the skills to manage conflicts and negotiations while considering cultural differences and individual psychological tendencies. Additionally, it examines consumer behavior in global markets, analyzing how psychological factors influence buying decisions, marketing strategies, and consumer trends across cultures. Ethical considerations in decision-making within international business settings are also discussed, exploring the psychological aspects influencing ethical choices and dilemmas in cross-cultural business scenarios. The course is filled in with many case studies and practical examples of psychology problems, so it should be interesting for all those students who are eager to deal with psychology issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Cross-Cultural Behavior: To comprehend the impact of cultural differences on individual behavior and decision-making in international business settings.</li> <li>2. Enhancing Interpersonal Communication: To develop effective communication strategies considering cultural nuances and diverse psychological perspectives.</li> <li>3. Cultural Intelligence Development: To foster cultural intelligence, enabling individuals to adapt and work efficiently in diverse global environments.</li> <li>4. Negotiation and Conflict Resolution: To explore psychological factors influencing negotiation styles and conflict resolution techniques in international business.</li> <li>5. Leadership and Team Dynamics: To study psychological aspects affecting leadership styles, team dynamics, and motivation across cultures.</li> <li>6. Consumer Behavior in Global Markets: To analyze how psychological factors influence consumer behavior and market strategies in different cultural contexts.</li> <li>7. Ethical Decision-Making: To address ethical considerations and psychological influences in decision-making processes within global business scenarios.</li> </ol>					



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 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:**

*The Psychology in International Business program focuses on exploring the psychological underpinnings that influence individual behavior, interactions, and decision-making processes in the context of global business. It delves into understanding how cultural diversity impacts business practices and interpersonal relations. This program starts by examining the impact of cultural differences on behavior and cognition in international business settings. It studies how cultural variations shape perceptions, attitudes, communication styles, and decision-making approaches across different regions and countries. Effective communication is a crucial aspect, and the curriculum emphasizes developing cross-cultural communication strategies that consider psychological and cultural nuances. It aims to enhance students' ability to communicate and collaborate effectively in diverse international business environments. The development of cultural intelligence is a key focus. Students learn to adapt and navigate through various cultural contexts by understanding and appreciating diverse perspectives, norms, and values, thus fostering effective intercultural relations. Negotiation, conflict resolution, and leadership styles in global settings are explored from a psychological viewpoint. The program aims to equip students with*

*the skills to manage conflicts and negotiations while considering cultural differences and individual psychological tendencies. Additionally, it examines consumer behavior in global markets, analyzing how psychological factors influence buying decisions, marketing strategies, and consumer trends across cultures. Ethical considerations in decision-making within international business settings are also discussed, exploring the psychological aspects influencing ethical choices and dilemmas in cross-cultural business scenarios.*

**Main topics:**

1. Cultural Influences on International Business Behavior
2. Cross-Cultural Communication Strategies
3. Cultural Intelligence Development
4. Negotiation Styles in International Business
5. Leadership and Team Dynamics in Global Contexts
6. Consumer Behavior in Global Markets
7. Ethical Decision-Making in International Business

**Literature**

**Main texts:**

1. Eric B. Shiraev and David A. Levy - "Cross-Cultural Psychology: Critical Thinking and Contemporary Applications" , Routledge, 2016
2. Triandis, Harry C. - "Cultural Intelligence in Organizations" - Routledge - 2019
3. Hofstede, Geert, Hofstede, Gert Jan, Minkov, Michael - "Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival" - McGraw-Hill Education - 2018
4. Shapiro, Daniel L., Kirkman, Bradley L. - "Advances in Global Leadership" - Emerald Publishing Limited - 2018

**Additional required reading material:**

1. Solomon, Michael R., Bamossy, Gary, Askegaard, Soren, Hogg, Margaret K. - "Consumer Behavior: A European Perspective" - Pearson - 2018
2. Harris, Philip R., Moran, Robert T., Moran, Sarah V. - "Managing Cultural Differences: Global Leadership Strategies for the 21st Century" - Routledge - 2018
3. Trompenaars, Fons, Woolliams, Peter - "Riding the Waves of Culture: Understanding Diversity in Global Business" - Nicholas Brealey Publishing - 2018

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

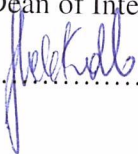
Lectures – Written exam (test and case study)

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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