UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Field of study:

Management

> ### Subject: Intercultural management

Level of study: undergraduate studies
System of study: Full-time
Profile of studies: general academic
Subject: Intercultural management

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
Total	30	4	

Aims of teaching

As a result of the current pandemia, the concept of globalisation may change and with it a perception of what the world is like today. It may also affect how we perceive culture and the people it represents. This in turn may affect our lives in yet a different way. We are now in a time when the discussion on interculturalism and multinationalism is of extreme importance as it not only pertains to our personal lives but also to the professional environments. This course invites the student to reflect on the concept of culture, intercultural competence and of culturally-determined processes of doing business and managing daily business interactions. It asks to apply these concepts in the classroom and outside of it. The course is both about a "soft" science of interpersonal communication and the "hard" reality of economics of knowledge and resources in the changing global context. The course will draw on the findings in contemporary social sciences and will assume a practical approach to knowledge.

The aim of the course is that after the course the participants will have an understanding of the concepts of culture, its role in the cross-boundary interactions, its impact on business making and its management. They will be able to apply the knowledge in various contexts, including that of their own culture. They will gain knowledge about the cultural concepts, models and methods of analysing intercultural interaction in a professional environment, a skill of understanding the nature of cultural impact on economic activities, and an attitude of openness toward cultural diversity.

The topics to be covered are:

1. Introduction: the Concept and Meaning of Culture in Globalising Times.
2. The Global Citizenship and Sustainable Development Goals.
3. Intercultural Competence: the Concept and Use.
4. Intercultural Communication and Impact on Business and Management.
5. The Business of Culture and Culture of Business.
6. Intercultural Working Environment.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_W1	What is the concept and meaning of culture in globalising times	Zarz_WG01_Lic Zarz_WG03_Lic Zarz_WG08_Lic Zarz_WG09_Lic Zarz_WG11_Lic Zarz_WG14_Lic Zarz_WK02_Lic Zarz_WK05_Lic
P_W2	What is Global Citizenship and what are sustainable development goals (SDGs)	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG04_Lic Zarz_WK02_Lic
P_W3	What is Intercultural Competence, including intercultural communication, and what is its impact on business and management.	Zarz_WG09_Lic Zarz_WG13_Lic Zarz_WK05_Lic

SKILLS		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_U1	To apply the principles of intercultural management in international business settings.	Zarz_UW01_Lic Zarz_UW03_Lic Zarz_UW05_Lic Zarz_UW11_Lic Zarz_UO01_Lic
P_U2	To work effectively in multicultural teams.	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW04_Lic Zarz_UK03_Lic Zarz_UU01_Lic
P_U3	To position oneself as a member of a culture/cultures and to apply understanding of other cultures	Zarz_UO01_Lic Zarz_UU01_Lic

SOCIAL COMPETENCES		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_K1	To develop Intercultural Competence (ICC)	Zarz_KO03_Lic Zarz_KO05_Lic
P_K2	To assume an attitude of openness and respect toward cultural diversity	Zarz_KK03_Lic Zarz_KO05_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Introduction: the Concept and Meaning of Culture in Globalising Times.	lectures	4 / 4
2	The Global Citizenship and Sustainable Development Goals.	lectures	4 / 4
3	Intercultural Competence: the Concept and Use.	lectures	4 / 4
4	Intercultural Communication and Impact on Business and Management. Part One.	lectures	4 / 4
5	Intercultural Communication and Impact on Business and Management. Part Two.	lectures	4 / 4
6	The Business of Culture and Culture of Business.	lectures	4 / 4
7	Intercultural Working Environment.	lectures	4 / 4
8	Case studies and student presentations.	lectures	2 / 2

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	60
Presence in classes	10
Class work	10
Project	20

Teaching methods

- lectures
- brain storming
- case studies
- discussion
- exercises
- individual activity
- multimedia presentations
- group work

Reading (compulsory)

- Geertz, C. . The Interpretation of Cultures. 1973
- Koester, J. & M. Lustig. Intercultural Competence: Interpersonal Communication across Cultures. 2006
- Erin Meyer. The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Culture 2016

Reading (additional)

- Barmeyer Ch., Franklin P. (ed.). Understanding Otherness and Discord: A Necessary but Insufficient First Step Towards Generating Complementarity and Synergy from Cultural Diversity in Intercultural Management: A Case – Based Approach to Achieving Complementarity and Synergy 2016
- Dorobantu S., Flemming D.. It's Never Been More Important for Big Companies to Listen to Local Communities 2017

- Articles. University of Social Sciences, Poland. "Journal of Intercultural Management" x
- Molinsky A., Hahn M.. How to Recover from a Cultural Faux Pas. "Harvard Business Review" 2018
- Neeley T.. How to Build Trust with Colleagues You Rarely See. Cross-cultural Management Digital Article, "Harvard Business Review" 2018

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Lic Zarz_WG03_Lic Zarz_WG08_Lic Zarz_WG09_Lic Zarz_WG11_Lic Zarz_WG14_Lic Zarz_WK02_Lic Zarz_WK05_Lic	1 2 3 4 5 6 7 8	Exam Group project Class participation Quizes Presentations
P_W2	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG04_Lic Zarz_WK02_Lic	1 2 3 4 5 6 7 8	Exam Quizes Presentations Group project Class participation
P_W3	Zarz_WG09_Lic Zarz_WG13_Lic Zarz_WK05_Lic	1 2 3 4 5 6 7 8	Exam Class participation Quizes Group project Presentations
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Lic Zarz_UW03_Lic Zarz_UW05_Lic Zarz_UW11_Lic Zarz_UO01_Lic	1 2 3 4 5 6 7 8	Exam project
P_U2	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW04_Lic Zarz_UK03_Lic Zarz_UU01_Lic	1 2 3 4 5 6 7 8	Exam project
P_U3	Zarz_UO01_Lic Zarz_UU01_Lic	1 2 3 4 5 6 7 8	Exam project

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KO03_Lic Zarz_KO05_Lic	1 2 4 5 6 7 8	Exam project
P_K2	Zarz_KK03_Lic Zarz_KO05_Lic	1 2 3 4 5 6 7 8	Exam project