

## Course Syllabus

### I. General Information

Course name	Intercultural communication in business
Programme	European and International Legal Studies
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	BA
Form of studies (full-time, part-time)	full-time
Discipline	Economics and finance
Language of instruction	English

Course coordinator/person responsible	Institute of Economy dr Agnieszka Parol
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Type of class ( <i>use only the types mentioned below</i> )	Number of teaching hours	Semester	ECTS Points
lecture	30	IV	3
tutorial			
classes			
laboratory classes			
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	
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### II. Course Objectives

- C1. Understanding by the students of the modern model of communication, using modern technologies and instruments of persuasion.
- C2. Improving the skills of effective communication in marketing.
- C3. Readiness for lifelong learning of communication skills and familiarization with new communication technologies.

**III. Course learning outcomes with reference to programme learning outcomes**

Symbol	Description of the objective effect	Directional Effect Reference
<b>KNOWLEDGE</b>		
W_01	He/she understands the basic concepts of economic, social, political and humanistic sciences as well as the fundamental dilemmas of contemporary civilization in references to intercultural communication in business	K_W04
W_02	He/she knows and understands the basic principles of creating and developing various forms of entrepreneurship in the context of intercultural communication in business	K_W05
<b>ABILITIES</b>		
U_01	He/she can determine the position of economic and social actors in the internal market taking into account intercultural communication in business	K_U03
U_02	He/she can interact and work in a team, taking on different roles in it and sets priorities for the tasks set by themselves and others in the context of intercultural communication in business	K_U08
<b>SOCIAL COMPETENCES</b>		
K_01	He/she identifies and resolves dilemmas related to the profession, acts in accordance with the principles of ethics also regarding the use of artificial intelligence in the context of intercultural communication in business	K_K05

**IV. Course Content**

The essence and elements of the communication process. Models of social communication – elements of characteristics and implications for marketing. Functions of the marketing communication system. Models of marketing communication and persuasion. Morphology of the marketing communication system. Communication instruments in the composition of the marketing mix. Forms and instruments of mass communication. Elements of the IMC marketing campaign. Ethical aspects of marketing communication.

**V. Didactic methods used and forms of assessment of learning outcomes**

Symbol	Didactic methods <i>(choose from the list)</i>	Forms of assessment <i>(choose from the list)</i>	Documentation type <i>(choose from the list)</i>
<b>KNOWLEDGE</b>			
W_01	Textual analysis; Brainstorming or	Paper; Written test; Observation; Oral test;	Protocol / paper; printout/ paper

	discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Presentation; Preparation / implementation of the project	file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
W_02	Textual analysis; Brainstorming or discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
<b>SKILLS</b>			
U_01	Textual analysis; Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
U_02	Textual analysis; Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
<b>SOCIAL COMPETENCIES</b>			
K_01	Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Case study; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card

**VI. Grading criteria, weighting factors.....**

The final grade consists of:

60% project grade

20% presentation grade

20% attendance and activity during classes

46 – 50 pts	- very good (5,0)
41 – 45 pts	- good plus (4,5)
36 – 40 pts	- good (4,0)
31 – 35 pts	- satisfactory plus (3,5)
26 – 30 pts	- satisfactory (3,0)
0 – 25 pts	- unsatisfactory (2,0)

**VII. Student workload**

Form of activity	Number of hours
Number of contact hours (with the teacher)	<b>30</b>
Number of hours of individual student work	<b>45</b>

**VIII. Literature**

Basic literature
Hajduk G., Zarządzanie komunikacją marketingową: Integracja - nowe media – outsourcing, Warszawa 2019.
Stępowski R., Komunikacja marketingowa 2030, Słowa i Myśli, 2017
Additional literature
Budzanowska-Drzewiecka M., <i>Wyzwania stosowania działań marketingowych poprzez media społecznościowe z perspektywy zintegrowanej komunikacji marketingowej</i> , „Zarządzanie Mediami”, 2021, t.9, nr 2, s. 281–296.
Gorzelany-Dziadkowiec M., i Firlej K., <i>Wykorzystanie mediów społecznościowych w komunikacji marketingowej przez małe przedsiębiorstwa</i> , „Przedsiębiorczość-Edukacja”, 2021, t.17, nr 2, s. 36–50.
Kawalec P., <i>Charakterystyka procesu decyzyjnego w dyfuzji innowacji jako przedmiotu badań metodami mieszanymi</i> , [w:] <i>Veritas in caritate. Księga pamiątkowa ku czci Księdza Profesora Andrzeja Szostka</i> , Wydawnictwo KUL, Lublin 2015, s. 213–221.
Men L.R., <i>Strategic Internal Communication: Transformational Leadership, Communication Channels, and Employee Satisfaction</i> , „Management Communication Quarterly,” 2019.
Smith P.R., <i>Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies</i> , Kogan, 2019.
Teorie komunikowania masowego, Warszawa 2005.