



UNIwersYTET  
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W POZNANIU

## Business communication in an intercultural context

### Educational subject description sheet

#### Basic information

<b>Study programme</b> Lingwistyka stosowana (Applied Linguistics and Intercultural Communication) <b>Speciality</b> - <b>Organizational unit</b> Faculty of Modern Languages and Literatures <b>Study level</b> First-cycle programme <b>Study form</b> Full-time <b>Education profile</b> General academic		<b>Didactic cycle</b> 2023/24 <b>Subject code</b> 09LSAS.18KU.04087.23 <b>Lecture languages</b> English <b>Course type</b> Elective <b>Block</b> Complementary major subjects
<b>Subject coordinator</b>	Joanna Kic-Drgas	
<b>Lecturer</b>	Joanna Kic-Drgas	
<b>Period</b> Semester 4	<b>Activities and hours</b> • Conversatory classes: 30, Graded credit	<b>Number of ECTS points</b> 3

#### Goals

Code	Goal
C1	Aim 1 presenting the characteristics of intercultural business communication
C2	Aim 2 developing all linguistic skills in relation to business English with particular attention to the intercultural context
C3	Aim 3 developing the ability to differentiate registers in business communication with particular attention to the intercultural context
C4	Aim 4 developing the ability to participate actively and passively in business communication, both verbally and in writing within a multicultural business environment

## Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
<b>Knowledge - Student:</b>			
W1	makes themselves understood a business context with a particular emphasis on work in multicultural project groups	LSA_K1_W03, LSA_K1_W05, LSA_K1_W06, LSA_K1_W08	Written colloquium, Project
W2	formulates texts typical of the multicultural business reality	LSA_K1_W03, LSA_K1_W08	Written colloquium, Project
W3	reconstructs, based on specialist discourse, specialist knowledge from selected disciplines	LSA_K1_W03, LSA_K1_W05, LSA_K1_W06, LSA_K1_W08	Written colloquium, Project
<b>Skills - Student:</b>			
U1	mediates written and spoken business communications between specialists from a given area, taking into account the intercultural context	LSA_K1_U04, LSA_K1_U05, LSA_K1_U06, LSA_K1_U09, LSA_K1_U10, LSA_K1_U11, LSA_K1_U12	Written colloquium, Project
U2	mediates business communications between specialists and non-specialists with particular emphasis on the intercultural context	LSA_K1_U09, LSA_K1_U11, LSA_K1_U12	Written colloquium, Project
<b>Social competences - Student:</b>			
K1	demonstrates an awareness of intercultural differences between various working models in various German- and English-speaking countries, as well as the differences between them	LSA_K1_K01, LSA_K1_K02, LSA_K1_K03, LSA_K1_K05	Project

## Study content

No.	Course content	Subject learning outcomes	Activities
1.	Intercultural communication in everyday life and professional environment.	W1, W2, W3, U1, U2, K1	Conversatory classes
2.	Characteristics of business communication in multilingual corporations with special focus on intercultural differences.	W2, U1, U2	Conversatory classes
3.	Introduction to project work in intercultural teams.	U1, U2, K1	Conversatory classes
4.	Managment styles, working models and potential probelsm in intercultural context.	W1, W2, W3, U1, U2, K1	Conversatory classes
5.	Differnt concepts representing the multinational cooperation in bussines sector.	W1, W2, W3, U1, U2, K1	Conversatory classes
6.	Decision making process in intercultural context.	W1, W2, W3, U1, U2, K1	Conversatory classes
7.	Business negotiations in intercultural context.	W1, W2, W3, U1, U2, K1	Conversatory classes
8.	Corporate jargon.	W1, W2, W3, U1, U2, K1	Conversatory classes

No.	Course content	Subject learning outcomes	Activities
9.	Written business texts in intercultural contexts.	W1, W2, W3, U1, U2, K1	Conversatory classes
10.	Presentations in business.	W1, W2, W3, U1, U2, K1	Conversatory classes
11.	Reports in a intercultural comparison.	W1, W2, W3, U1, U2, K1	Conversatory classes

### Additional information

Activities	Teaching and learning methods and activities
Conversatory classes	Lecture with a multimedia presentation of selected issues, Conversation lecture, Discussion, Work with text, Case study, Problem-based learning, Game/simulation, Solving tasks (e.g. computational, artistic, practical), Research method (scientific inquiry), Audio and/or video demonstrations, Activating method - "brainstorming", Activating method - SWOT analysis, Work in groups

Activities	Credit conditions
Conversatory classes	1. Active participation 2. Completing project work 3. Written test

### Literature

#### Obligatory

1. Kowalewska-Wilanowska, Monika (2016): English for Business Professionals. Beck
2. Tuleja, Elisabeth (2021) Intercultural Communication for Global Business: How Leaders Communicate for Success. Taylor & Francis Group.

#### Optional

1. La Fond, Charles (2009): English for Negotiating. Cornelsen.

### Calculation of ECTS points

Activities	Activity hours*
Conversatory classes	30
Preparation of a project	30
Preparation for the assessment	20
Preparation for classes	10
<b>Student workload</b>	<b>Hours</b> 90
<b>Number of ECTS points</b>	<b>ECTS</b> 3

\* academic hour = 45 minutes

## Efekty uczenia się dla kierunku

Kod	Treść
LSA_K1_K01	The graduate is ready to critically apply and continuously update knowledge and skills in the context of their profession, including the recognition of the importance of knowledge in solving cognitive and practical problems and consulting experts in the case of difficulties in solving the problem independently.
LSA_K1_K02	The graduate is ready to independently recognize opportunities and limitations of their own competences and professional roles.
LSA_K1_K03	The graduate is ready to perform their professional roles in a responsible manner, which includes compliance with work ethics and urging others to do the same and promoting the achievements of professions in applied linguistics.
LSA_K1_K05	The graduate is ready to meet social commitments, co-organize actions for the benefit of the community, initiate public interest actions, employ entrepreneurial thinking and mode of operations.
LSA_K1_U04	The graduate can use the subject-matter knowledge in an innovative way to formulate and analyze complex and unusual problems as well as to justify the choices made in professional settings, as per a given specialty/specialization and in circumstances which are not fully predictable.
LSA_K1_U05	The graduate can recognize, analyze and evaluate language, linguistic-communicative and social-cultural processes and phenomena as well as processes in human-computer interaction based on the acquired knowledge and using standard methods and tools for linguistic research, with a reference to a given specialty/specialization.
LSA_K1_U06	The graduate can create and analyze written and oral forms in the languages of a given specialty/specialization, using specialist terms and up-to-date methods and research tools, and participate in a debate (i.e. present and evaluate different opinions and positions and discuss them).
LSA_K1_U09	The graduate can communicate with other specialists in the languages of a given specialty/specialization, using traditional and multimedia means of communication.
LSA_K1_U10	The graduate can write properly structured and supported academic papers in the languages of a given specialty/specialization.
LSA_K1_U11	The graduate can plan and organize individual and teamwork.
LSA_K1_U12	The graduate can independently plan and implement life-long learning for themselves, and – if needed – for others.
LSA_K1_W03	The graduate knows and understands contents, form and functions of essential terminology in applied linguistics.
LSA_K1_W05	The graduate knows and understands selected advanced topics in general linguistics.
LSA_K1_W06	The graduate knows and understands selected advanced specific topics in applied linguistics.
LSA_K1_W08	The graduate knows and understands comprehensive nature of language and verbal communication.