



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Entrepreneurship: Multiculturalism in business practices

Educational subject description sheet

Basic information

Study programme Dziennikarstwo i komunikacja społeczna (English programme) Speciality - Organizational unit Faculty of Political Studies and Journalism Study level Second-cycle programme Study form Full-time Education profile Practical		Didactic cycle 2024/25 Subject code 14DENS.210.11582.24 Lecture languages English Course type Obligatory Block general subjects
Subject coordinator	Joanna Skrzypczyńska	
Lecturer	Joanna Skrzypczyńska	
Period Semester 1	Activities and hours • Classes: 15, Graded credit	Number of ECTS points 2

Goals

Code	Goal
C1	• Widening and deepening knowledge about cultural diversity and its Impact on doing business
C2	• Examining the role of cultural differences in business practices and management
C3	• Raising awareness of the importance of knowledge about etiquette in business practice
C4	• Implementing an ability to adopt a positive attitude to learning about different cultures

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	have knowledge about differences in cultures and organizations	DEN_K2_W01	Project
W2	Have knowledge about etiquette in business practice	DEN_K2_W03	Project
Skills - Student:			
U1	Indicate the pros and cons of multiculturalism in the organization	DEN_K2_U06	Project
U2	use etiquette in business practice	DEN_K2_U06, DEN_K2_U09	Project
Social competences - Student:			
K1	Express assessments about the importance of teamwork in business	DEN_K2_K03	Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Types of interpersonal communications	W1	Classes
2.	The patterns of cross-cultural business behavior	W1, U1	Classes
3.	Informal vs. Formal Business Cultures	W1, U1	Classes
4.	Expressive vs. Reserved Cultures	W2, U1	Classes
5.	Etiquette In business Practice	U2, K1	Classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Classes method, Work in groups

Activities	Credit conditions
Classes	Assessment criteria in accordance with AMU in Poznan's grading system: Very good (bdb; 5,0): excellent knowledge, very well-mastered skills, and well-developed personal and social competencies; Good plus (+db; 4,5): in-depth knowledge, well-learned skills, and well-developed personal and social competences; Good (db; 4,0): good knowledge, well-learned skills, and well-developed personal and social competences; Satisfactory plus (+dst; 3,5): satisfactory knowledge, skills, and personal and social competences; Satisfactory (dst; 3,0): basic knowledge, acquired the most important skills and developed basic personal and social competences; Unsatisfactory (ndst; 2,0): unsatisfactory knowledge, uncommon skills and uneducated personal and social competences.

Literature

Obligatory

1. Gesteland R., (2012), Cross-Cultural Business Behavior: A Guide for Global Management (Fifth Edition), Copenhagen Business School Press.
2. Hofstede, G., Hofstede J., Minkov M. (2010), Cultures and Organizations. Software of the Mind, 3rd Edition, McGraw-Hill USA.

Optional

1. Lowman R.L (2013), Internationalizing multiculturalism: expanding professional competencies in a globalized world, Washington D.C.: American Psychological Association.

Calculation of ECTS points

Activities	Activity hours*
Classes	15
Reading the indicated literature	5
Preparation of a project	25
Preparation for classes	15
Student workload	Hours 60
Number of ECTS points	ECTS 2

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
DEN_K2_K03	The graduate is ready to uznawania znaczenia wiedzy w rozwiązywaniu problemów poznawczych i praktycznych w naukach o komunikowaniu i mediach oraz zasięgania opinii ekspertów w przypadku trudności z samodzielnym rozwiązaniem problemu
DEN_K2_U06	The graduate can umiejętnie wykorzystywać zdobytą wiedzę w komunikowaniu społecznym i prowadzeniu debaty, rozszerzoną o krytyczną analizę skuteczności i przydatności stosowanej wiedzy
DEN_K2_U09	The graduate can przygotowywać różne prace pisemne i audiowizualne w języku polskim i języku obcym o tematyce pozostającej w zainteresowaniu dziennikarstwa i komunikacji społecznej
DEN_K2_W01	The graduate knows and understands w pogłębionym stopniu fakty, obiekty i zjawiska stanowiące zaawansowaną wiedzę ogólną z zakresu nauk o komunikacji społecznej i mediach
DEN_K2_W03	The graduate knows and understands wybrane zagadnienia z zakresu zaawansowanej wiedzy szczegółowej, właściwe dla kierunku dziennikarstwo i komunikacja społeczna oraz zastosowania praktyczne tej wiedzy w działalności zawodowej dziennikarzy i specjalistów od komunikacji społecznej