

Course syllabus for ERASMUS+ incoming students

Course Title	
International Business Communication	
Academic Teacher	Magdalena Urbaniak-Elkholy, PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IGE-IBC-26
Course description	
The <i>International Business Communication</i> course explores the principles of effective communication in international and intercultural business environments. It examines the role of language, culture and communication in shaping business relationships and professional interactions across cultures. Particular attention is paid to the impact of cultural differences on communication styles, business practices and workplace collaboration. Throughout the course, students develop the knowledge and skills required to communicate effectively with individuals from diverse cultural backgrounds. They learn to analyze intercultural business communication, recognize potential sources of misunderstanding and apply appropriate communication strategies in a variety of professional contexts. The course also fosters intercultural awareness, critical thinking and the ability to communicate confidently and appropriately in today's global business environment.	
Learning outcomes - course content	
Upon successful completion of the course, students will be able to: 1. explain the communication process and distinguish between verbal and non-verbal communication in international business contexts; 2. compare communication styles in high-context and low-context cultures and evaluate their impact on business interactions; 3. analyze the influence of organizational culture on communication and professional behaviour in international organizations;	

4. apply appropriate **international business etiquette** in a variety of intercultural professional situations;
5. demonstrate effective **communication and collaboration strategies** for working **in multicultural teams**.

Student workload (self-study description)

The total student workload consists of 120 hours, including 20 contact hours and 100 hours of independent study. Independent study includes completing homework assignments, reading the required literature and supplementary materials, preparing for classroom activities, and revising course content.

Students are expected to attend all scheduled classes and complete the final examination at the end of the semester.

Literature

1. Judith N. Martin, Thomas K. Nakayama (2022): *Experiencing Intercultural Communication: An Introduction*, McGraw Hill.
2. D. Cotton, D. Falvey, S. Kent (2021): *Market Leader 3Ed Extra Intermediate*, Pearson.
3. M. Bausch, U. Mayrhofer, C. Barmeyer (2021): *Constructive Intercultural Management: Integrating Cultural Differences Successfully*, Edward Elgar Publishing.
4. M. Wilczewski (2015): *The role of cultural diversity in business communication contacts*, Warsaw University.
5. E. Meyer (2014): *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*, PublicAffairs.
6. P. Emmerson (2010): *Essential Business Vocabulary Builder*, Macmillan.
7. P. Emmerson (2010): *Business Vocabulary Builder*, Macmillan.
6. *The Economist*, *Business English Magazine*, *Harvard Business Review*, *BBC Learning English*, *British Council Materials* – online resources