WSB University					
Field of study: International Relations					
Course: / Intercultural Differences in International Business					
Educational profile: *practical*					
Education level: I-cycle studies					
Number of hours per semester	1		2		3	
	I	II	III	IV	V	VI
Full -time studies (L/C/lab/pr/e)			16			
Part-time studies (L/C/lab/pr/e)						
CLASS LANGUAGES	English and Russian					
LECTURER						
FORM	Lecture					
COURSE OBJECTIVES	The Intercultural Differences in International Business course focuses on the opportunities and challenges created by globalization because cultural differences are potential barriers to the implementation of any international business venture. The course analyzes concepts and tools of Intercultural Differences in International Business. This course focuses on the dynamics of where cultures converge, resulting in cross-cultural connections. The aim of this course is to enable students to analyse and understand the opportunities and challenges of a globalizing world such as multi-culturalism and diversity, inter-culturalism and super-diversity in the business environment. The students will learn how best to approach and deal with intercultural problems and challenges and how to increase the likelihood of such issues being successfully dealt with or resolved. Success in international business will depend ultimately on the ability to work effectively with people from different cultures. The program curriculum provides long-term value that will prepare students to be global citizens.					

Reference to learning outcomes		Description of learning outcomes	Verification of learning outcomes
Field-related learning outcome	**PQF**		
Knowledge			

SM_W02	P6U_W P6S_WG	The student has advanced knowledge of the purpose of business and deals with various issues related to complexity of culture, cultural orientation of different organizations and individuals and the mapping of world cultures through the cultural dimensions of Hofstede and others. He/she has deep insight in the cross-cultural connections. He/she has profound knowledge of globalization process and intercultural differences in international business. He/she has structured knowledge about the importance of national and organizational cultures with the objectives of enhancing communication among individuals, organizations and nations in order to understand cultural differences.	• Cases study • Discussion • Questions during the lecture
SM_W04	P6U_W P6S_WG		
SM_W07	P6U_W P6S_WK		
SM_W10	P6U_W P6S_WK	The student has knowledge of current trends in European cultures and compare them to his/her own cultures. He/she has basic knowledge of cultural differences, cultural problems in the modern world and the best practice standards. He/she demonstrates the understanding of the cultural orientation of nations and organizations through cultural dimensions of organizational theorists: Adler, Hofstede, Laurent, McGregor and others.	• Background knowledge probe • Cases study • Quick revision test • Discussion • Questions during the lecture
SM_W12	P6U_W P6S_WG		
SM_W15	P6U_W P6S_WG		
Skills			

SM_U01 SM_U03	P6U_U P6S_UW P6U_U P6S_UW	The student has skills to apply the European standards of business ethics and resolves ethical issues in business. He/she is skillful to analyse cultural differences and is able to effectively manage those differences.	• Solving problematic tasks • Invented Dialogues • Discussion • Questions during the lecture
SM_U08 SM_U13 SM_U14	P6U_U P6S_UW P6U_U P6S_UK 5 P6U_U P6S_UO	The student is skilled to work in an international and multicultural environment. He/she is skillful to reflect on and critically examine his/her own values and the importance of the ethical dimension in business. He/she has skills to analyse the cultural dynamics that has been taking place globally. He/she has skills to present his/her own ideas and support them using skills of communications, managing cultural differences in a multicultural environment. He/she expands the skills of the art of negotiation so that international businesses can be effectively managed and business failures related to cultural blunders can be minimized. He/she improves analytical skills by reading articles, listening to lectures, watching audiovisual programs and discussing current research.	• Pro and Con Grid • Invented Dialogues • Concept Maps
Social competences			

SM_K01 SM_K03	P6U_K P6S_KK P6U_K P6S_KR	The student understands the need of continuous professional training and develops a greater awareness of cross-cultural variations in assessing moral and intercultural issues through case based discussions. He/she can apply his/her knowledge of European values and attitudes, institutions, history and culture through current "hot topics" in European culture.	• Problem Recognition Tasks • Documented Problem Solutions • Participation in discussion
SM_K04 SM_K05	P6U_K P6S_KO P6U_K P6S_KO	The student identifies and recognizes the impact of national cultural value system on the behavior of managers and business organizations. He/she develops managerial judgment and decision-making acumen through the exploration of various decision criteria and the teaching of systematic approaches for applying those criteria in a business setting. He/she demonstrates the understanding of the challenges of team building and motivation of diverse manpower with a diverse cultural background. He/she enhances understanding of social and cultural movements that are changing people's lives in the European Union.	• Problem Recognition Tasks • Cases study • Everyday Intercultural and Ethical Dilemmas • Participation in discussion

Students' own workload (in didactic hours 1h did.=45 minutes)**

Full- time	**Part-time**
Participation in lectures = 16 h	Participation in lectures =
Participation in classes =	Participation in classes =
Preparation to classes =	Preparation to classes =
Preparation to lectures =	Preparation to lectures =
Preparation to an examination =	Preparation to an examination =
Project tasks =	Project tasks =
e-learning =	e-learning =
Credit/Examination = Exam	Credit/examination =
others (indicate which) =	others (indicate which) =
TOTAL:16 h	**TOTAL:**
ECTS points:1,5	**ECTS points:**
Including practical classes:	**Including practical classes:**

PREREQUISITES	None
COURSE CONTENT (Division into contact hours and e-learning)	**Contact hours:** • Defining culture and its primary pillars. • Understanding and managing culture shock. • Defining intercultural criteria and dimensions. • Diversity of cultures. • Geert Hofstede and Edward Hall: research on global cultures. • Modern approaches to the classification of cultures. • Dimensions of national cultures.

	• Understanding the outcomes of stereotypes and ethnocentrism. • Million dollar mistakes caused by cultural insensitivity. • Business cultures in the context of globalization. • Types of business cultures of the world. • Traditional European values and business behavior. • Common and special business cultures of European countries. • The role of cross-cultural management of international companies. • Methods of forming multinational teams. • Cross-cultural communication and negotiation skills in an international context. • Impact of cultural differences on international business negotiations. • Overcoming communication barriers. • Elements of diversity in the workplace. • Cultural synergy in the corporation. • Verbal and non-verbal communication. • Business etiquette. • Coping with intercultural ethics questions. **E-learning:** applicable
LITERATURE (compulsory reading)	• Storti, C. (2017). *The Art of Doing Business Across Cultures: 10 Countries, 50 Mistakes, and 5 Steps to Cultural Competence,* Boston, MA: Intercultural Press. • Abramson, N.R., Moran, R.T. (2018). *Managing Cultural Differences: Global Leadership for the 21st Century,* New York, NY: Routledge. • Hofstede, G., Hofstede, G.J., Minkov M. (2010). *Cultures and Organisations: Software of the Mind,* New York, NY: McGraw-Hill Education
OPTIONAL LITERATURE (including at least two items in English, either books or articles)	• Ferraro, G., (2004). *The Cultural Dimensions of International Business*, 4th Edition, New Jersey: Prentice-Hall, Inc., Upper Saddle River. • Ember, C. R., Ember, M. (2009). *Cross-Cultural Research Methods*, Second Edition. AltaMira Press. • Haanaes, K., Michael, D., Jurgens, J., & Rangan, S. (2013). *Making Sustainability Profitable.* Harvard Business Review, 91(3), 110-115. • Meyer, E. (2014). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business,* New York, NY: Public Affairs. • Peterson M.F. (Ed.), (2015). *Cross-Cultural Research*, SAGE Publications Ltd. • Trompenaars, F., (2012). *Riding the Waves of Culture: Understanding Diversity in Global Business*, 3nd edition, New York, NY: McGraw-Hill Education.
SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	• Timenko I. (2018). *Ethical Aspects of Doing Business in Ukraine*, Kyiv, KIU. • Timenko I. (2018). *International Cooperation and Diplomatic Relations of Ukraine,* Kyiv, KIU.

TEACHING METHODS (Division into contact hours and e-learning)	**Contact hours:** Lecture, discussions, cases study, quick revision tests, multimedia presentation **E-learning:** applicable
TEACHING AIDS	Book, syllabus, source texts, multimedia presentation
PROJECT (if implemented in the framework of a classes module)	Project goal: Topic of the project: Project form:
FORM AND CONDITIONS OF ASSESSMENT (Division into contact hours and e-learning)	Three pieces of assessed work as follows: • Group Presentation (35%) – individual mark. • Researching and writing an essay that provides a personal reflection on the significance of the Intercultural Differences in International Business (50%) –1000 - 1500 words. • Preparation and Discussion Participation (15%).

* L-lecture, C- classes lab- laboratory, pro- project, e- e-learning