

WSB University	
Field of study: International relations	
Course: Management in international business	
Educational profile: practical	
Education level: I - cycle studies	
CLASS LANGUAGE	English
FORM	Lecture
COURSE OBJECTIVES	Acquire knowledge that will allow students to function more effectively in an international environment.
COURSE CONTENT (Division into contact hours and e-learning))	<p>The course will consist of a series of lectures. The following topics will be discussed during the semester:</p> <ul style="list-style-type: none"> • Cultures and behavior in selected countries; • Possible forms of communication; • Differences in communication effectiveness; • Managing cultural diversity in an organization.
LITERATURE (compulsory reading)	<ul style="list-style-type: none"> • Nardon, Luciana, Richard M. Steers, and Carlos J. Sanchez-Runde. "Seeking common ground: Strategies for enhancing multicultural communication." <i>Organizational Dynamics</i> 40.2 (2011): 85-95. • Gutiérrez, Lorraine M., et al. "Principles, skills, and practice strategies for promoting multicultural communication and collaboration." <i>The handbook of community practice 2</i> (2013): 445-460. • HOFSTEDE, Geert. The business of international business is culture. <i>International business review</i>, 1994, 3.1: 1-14.
OPTIONAL LITERATURE (including at least two items in English, either books or articles)	<ul style="list-style-type: none"> • Duran, Vasile, and Anca-Diana Popescu. "The challenge of multicultural communication in virtual teams." <i>Procedia-Social and Behavioral Sciences</i> 109 (2014): 365-369. • Wei-lin, Dou, and George William Clark Jr. "Appreciating the diversity in multicultural communication styles." <i>Business Forum</i>. Vol. 24. No. 3/4. California State University, Los Angeles, School of Business and Economics, 1999. <p>Literature available in WSB University Library:</p> <ul style="list-style-type: none"> • Heinz Krystyna, <i>Multicultural team conflict management</i>, 2014 • Zając Czesław, <i>Multicultural context of international human resources management</i>, 2011