

## SYLLABUS\_CEBS\_30\_III\_EN

### I. General information

1. Course name: **Practical module: Cross-Cultural Business Communications**
2. Course code: CCBC
3. Course type (compulsory or optional): compulsory
4. Study programme name: Central European and Balkan Studies
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): 1<sup>st</sup>
6. Educational profile (general academic profile or practical profile): general academic profile
7. Year of studies (if relevant): III (1<sup>ST</sup> SEMESTER)
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): 30 classes
9. Number of ECTS credits: 3
10. Name, surname, academic degree/title of the course lecturer/other teaching staff: prof. Konrad Dominas, konradd@amu.edu.pl
11. Language of classes: English
12. Online learning – yes (partly – online / fully – online) / no: no

### II. Detailed information

1. Course aim (aims) – transfer knowledge on:
  - the building image in the company, the basics of international brand creation and management, interpersonal communication;
  - the needs for business education in the humanities;
  - the role of intercultural business communication in the functioning of a modern enterprise.
2. Pre-requisites in terms of knowledge, skills and social competences (if relevant):
3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
CCBC_01	knows the basic concepts related to business and communication in the field of enterprise operation	K_W09; K_W11; K_U03; K_U04; K_U07; K_U11; K_U12
CCBC_02	recognizes the differences between traditional forms of communication and intercultural business communication	K_W09; K_W11; K_U03; K_U04; K_U07; K_U11; K_U12
CCBC_03	describes the essence of communication in business and relates it to knowledge of the history, language, culture of Central Europe and the Balkan Peninsula	K_W02; K_W04; K_U01; K_U03; K_U07; K_U11; K_U12
CCBC_04	indicates the need to use humanistic knowledge in the field of history, language, culture of Central Europe and the Balkan Peninsula in business communication	K_W02; K_W04; K_U01; K_U03; K_U07; K_U11; K_U12
CCBC_05	knows what business communication is about in the context of intercultural dialogue	K_W02; K_W04; K_U02; K_U03; K_U07; K_U11; K_U12

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol (EU)
Basics of interpersonal communication in a company	CCBC_01; CCBC_02; CCBC_05
Intercultural communication in the company	CCBC_01; CCBC_02; CCBC_05
Public speaking and multimedia presentations	CCBC_01; CCBC_05
Promotion tools. Advertising and its goals	CCBC_01; CCBC_02; CCBC_03; CCBC_04; CCBC_05
Teamwork and the role of leader	CCBC_01; CCBC_02; CCBC_03; CCBC_04;

	CCBC_05
Multimedia communication	CCBC_01; CCBC_02; CCBC_03; CCBC_04; CCBC_05
Modern communication channels in business	CCBC_01; CCBC_02; CCBC_03; CCBC_04; CCBC_05

5. Reading list:

- Ph. Kotler, G. Armstrong, *Principles of Marketing*, Essex 2014.
- A. Affuah, Ch.L. Tucci, *Internet Business Models and Strategies. Text and Cases*, Boston 2003.
- N. Duarte, *slide:ology. The art and science of creating great presentation*, Cambridge 2008.

**III. Additional information**

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	x
Interactive lecture	
Problem – based lecture	
Discussions	x
Text-based work	
Case study work	x
Problem-based learning	
Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	
Workshop method	x
Project work	
Demonstration and observation	
Sound and/or video demonstration	
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	x
Group work	x
Other (please specify) -	
...	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol				
	CCB C_0 1	CCB C_0 2	CCB C_0 3	CCB C_0 4	CCB C_0 5
Written exam					
Oral exam					
Open book exam					
Written test					
Oral test					
Multiple choice test					
Project	x	x	x	x	x

Essay						
Report						
Individual presentation	x	x	x	x	x	
Practical exam (performance observation)	x	x	x	x	x	
Portfolio						
Other (please specify) -						
...						

### 3. Student workload and ECTS credits

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Independent study*	Preparation for classes	10
	Reading for classes	10
	Essay / report / presentation / demonstration preparation, etc.	
	Project preparation	30
	Term paper preparation	
	Exam preparation	10
	Other (please specify) -	
	...	
Total hours		90
Total ECTS credits for the course		3

\* please indicate the appropriate activity types and/or suggest different activities

### 4. Assessment criteria in accordance with AMU in Poznan's grading system:

5.0 - very good knowledge of issues related to intercultural communication and its role in business; very high skills in teamwork and in multimedia presentations

4.5 - very good knowledge of issues related to intercultural communication and its role in business; high skills in teamwork and multimedia presentations

4.0 - good knowledge of issues related to intercultural communication and its role in business; high skills in teamwork and multimedia presentations

3.5 - good knowledge of issues related to intercultural communication and its role in business; sufficient skills in teamwork and in multimedia presentations

3.0 - sufficient knowledge of issues related to intercultural communication and its role in business; sufficient skills in teamwork and in multimedia presentations

2.0 - insufficient knowledge of issues related to intercultural communication and its role in business; insufficient skills in teamwork and in multimedia presentations