

1.	Field of study	Eastern Slavonic Studies
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2023/2024 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7. General information about the module	
Module name	Business etiquette in intercultural communication
Module code	W1-MSP1OS-14-BEBKM
Number of the ECTS credits	5
Language of instruction	
Purpose and description of the content of education	Moduł ma na celu zapoznanie osoby studiującej z teoriami grzeczności, etykiety i rytuału oraz typologią aktów grzecznościowych ze szczególnym uwzględnieniem sytuacji biznesowych. Osoba studiująca uzyskuje świadomość istoty grzeczności jako gry międzyludzkiej oraz umiejętność aplikacji teorii grzecznościowej, poznaje modele grzeczności i etykiety w różnych kulturach i strategię grzecznościowe w komunikacji międzykulturowej przede wszystkim w odniesieniu do sytuacji biznesowych, potrafi modyfikować swoje zachowania w zależności od sytuacji kulturowej, stopnia oficjalności i celu komunikacji.
List of modules that must be completed before starting this module (if necessary)	not applicable

8. Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
MSP1OS-14-BEBKM_1	zna podstawowe metody i orientacje badawcze związane z historycznymi odniesieniami i współczesnymi uwarunkowaniami etykiety	K_W03	2
MSP1OS-14-BEBKM_10	rozumie fenomen wielokulturowości; zdaje sobie sprawę z doniosłości przenikania się kultur oraz relacji i wpływów kulturowych, także w sferze etykiety i grzeczności biznesowej	K_K03	2
MSP1OS-14-BEBKM_11	ma przekonanie o doniosłości regionalnych różnicowań języków i kultur i ich wpływie na zachowania etykietalne i grzecznościowe uczestników dyskursu biznesowego	K_K04 K_W05	2 2
MSP1OS-14-BEBKM_2	posiada podstawową wiedzę o kulturze światowej i kulturach regionów, modelach grzeczności oraz ich interferencjach historycznych i współczesnych w różnych kręgach kulturowych	K_W04	2
MSP1OS-14-BEBKM_3	ma uporządkowaną wiedzę dotyczącą procesów komunikowania interpersonalnego i społecznego oraz społecznych i komunikacyjnych uwarunkowań zjawisk i zachowań etykietalnych, szczególnie w biznesie	K_W02	2
MSP1OS-14-BEBKM_4	zna podstawowe metody analizy i interpretacji aktów etykietalnych szczególnie w obszarze zróżnicowania kulturowego uczestników działań biznesowych	K_W03	2
MSP1OS-14-BEBKM_5	ma wiedzę o tekstach kultury z szeroko rozumianej etykiety funkcjonujących w obiegu biznesowym oficjalnym i nieoficjalnym	K_W02	2

MSP1OS-14-BEBKM_6	potrafi rozważyć problem badawczy z zakresu przemian etykietalnych z perspektywy metodologii kulturoznawczych, wiedzy o komunikacji i językoznawczych	K_U01	4
MSP1OS-14-BEBKM_7	potrafi wskazać konteksty, uwarunkowania i relacje, w jakich funkcjonują analizowane i interpretowane zjawiska etykiety, grzeczności i rytuału	K_U03	4
MSP1OS-14-BEBKM_8	potrafi interpretować grzecznościowe i etykietalne zjawiska językowe i kulturowe przez pryzmat dyskursu biznesowego	K_U02	4
MSP1OS-14-BEBKM_9	rozumie doniosłość znajomości zasad grzeczności językowej i kulturowej etykiety w definiowaniu i rozwiązywaniu problemów społecznych i komunikacyjnych, w tym szczególnie w międzynarodowej komunikacji biznesowej	K_K02	3

9. Methods of conducting classes		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c06	Demonstration methods	Demonstration-imitation <i>a presentation of a model way of performing specific activities accompanied by a commentary; it aims at triggering imitation activities in an individual or in a group of participants observing the activities of the person teaching the course until the right habit is formed through regular exercise; the demonstration-imitation method is combined with a physical practice of activities/behaviours</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f03	Methods of self-learning	Conceptual work <i>a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
MSP1OS-14-BEBKM_k	discussion classes	30	course work	MSP1OS-14-BEBKM_1, MSP1OS-14-BEBKM_10, MSP1OS-14-BEBKM_11,	a03, b02, b04, c06, d03, f03

				MSP1OS-14-BEBKM_2, MSP1OS-14-BEBKM_3, MSP1OS-14-BEBKM_4, MSP1OS-14-BEBKM_5, MSP1OS-14-BEBKM_6, MSP1OS-14-BEBKM_7, MSP1OS-14-BEBKM_8, MSP1OS-14-BEBKM_9	
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11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	Yes
a05	Preparation for classes	Production/preparation of tools, materials or documentation necessary for class participation <i>developing, preparing and assessing the usefulness of tools and materials (e.g. aids, scenarios, research tools, equipment, etc.) to be employed in class or as an aid when preparing for classes</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions <i>consulting the content of the syllabus, possibly in the presence of the year tutor or members of the class group, and, if necessary, reassessing the provisions concerning special conditions for class participation, e.g., space and time requirements, technical and other requirements, including conditions for participation in classes outside the walls of the university, classes organized in blocks, organized online, etc.</i>	Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>	Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	No
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes

d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes
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Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.