



INTERNATIONAL BUSINESS COMMUNICATION
Syllabus

Basic information

Field of study Finance and Accounting for Business		Didactic cycle 2025/26	
Speciality -		Subject code EKOFABS.M4.2067.25	
Organizational unit School of Undergraduate and Graduate Studies		Lecture languages English	
Study level graduate studies		Mandatory Obligatory	
Study form full-time		Block Major courses	
Education profile general academic		Department responsible for the subject Department of International Management	
		Subject related to scientific research No	
		Subject shaping practical skills No	
Coordinator	Monika Sulimowska-Formowicz		
Teacher	Monika Sulimowska-Formowicz		
Period Semester 3	Form of teaching, number of hours and method of examination <ul style="list-style-type: none">• lecture: 15, Credit with grade• classes: 15, Credit		Number of ECTS points 3

Goals

Code	Goal
C1	To develop students' knowledge about the areas of international business communication and the specificity of the international business communication processes: their participants, contents, feedback flows, contexts, disturbing and facilitating factors.
C2	To develop students' international business communication capabilities.

Recommended requirements

Business relationships in finance, CSR, Global and European business environment

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	The Student defines the elements of the international business communication processes and explains the relationships between them.	FAB.M_W05	Final test (written) - test, End-of-course assessment - group project, Participation in class discussion
W2	The Student justifies the need to conduct communication activities and the functions of communication with stakeholders in fund gathering and managing a company's market value.	FAB.M_W05	Final test (written) - test, End-of-course assessment - group project, Participation in class discussion
Skills:			
U1	The Student can analyse the international business communication process and its effectiveness and efficiency.	FAB.M_U01, FAB.M_U04	Final test (written) - test, End-of-course assessment - group project, Participation in class discussion
U2	The Student can design the international business communication process, prepare adequate messages and statements, and use effective and efficient communication tools.	FAB.M_U01, FAB.M_U04	End-of-course assessment - group project
Social competences:			
K1	The Student can identify and solve problems in international business communication in a way adequate to the role played in the communication process and the process specificity.	FAB.M_K03	End-of-course assessment - group project
K2	The student can communicate with respect for diversity, cultural sensitivity, and with the aim of leveraging the benefits of diversity.	FAB.M_K03	End-of-course assessment - group project, Participation in class discussion

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	International business communication - areas, motives, specificity, challenges.	W1, W2	lecture, classes
2.	Main areas and forms of international business communication: marketing communication / CRM, CSR communication, communication with shareholders, communication with employees/employer branding, communication in knowledge management and absorptive capacity support, communication in business relationships - boundary spanning, integrating through communication, communication in problem-solving.	W1, W2, U1, K1	lecture, classes
3.	International business communication process - participants, channels, messages, the meaning of feedback, noises and facilitators, effectiveness and efficiency.	W1, W2, U1, U2, K1	lecture, classes
4.	Intercultural communication.	W1, W2, U1, U2, K1, K2	lecture, classes
5.	Dedicated international business communication: marketing communication / CRM, CSR communication, communication with shareholders, communication with employees/employer branding.	W1, W2, U1, U2, K1, K2	lecture, classes
6.	Dedicated international business communication: communication in knowledge management and absorptive capacity support, communication in business relationships - boundary spanning, integrating through communication, communication in problem-solving.	W1, W2, K1, K2	lecture, classes
7.	Dedicated international business communication: communication in teams (international, virtual, cross-cultural, inter-organisational etc).	W1, W2, U1, U2, K1, K2	lecture, classes

Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using activating techniques
classes	Solving a case study/real problem of an organization, Discussion, Presentation/speech

Activities	Examination method	Percentage
lecture	Final test (written) - test	50%
classes	End-of-course assessment - group project	40%
classes	Participation in class discussion	10%

Activities	Credit conditions
lecture	The test includes both closed and open-ended questions. Students must pass their classes with a minimum of 51% to be eligible for the test. The final course grade is calculated from the total points earned in class and on the test.

Activities	Credit conditions
classes	The group project consists of a sum of class activities results assigned to working groups of 3-4 students. The passing minimum is 51% of the total points for all assignments. Participation in class discussions is an individual achievement. The passing minimum for classes is 51% of the total points.

Literature

Obligatory

1. Cultural aspects of international business, (2020), Skulski, P. (ed.) Wroclaw : Publishing House of Wroclaw University of Economics and Business
2. Browaeys, M-J; Price R. (2019). Understanding Cross-Cultural Management Fourth Edition. Pearson Education.
3. Communication and organizational knowledge : contemporary issues for theory and practice (2011), Canary, H.E., McPhee, R.D. (eds.), New York ; London : Routledge, Taylor & Francis Group
4. Gesteland, R.R. (2009)Cross-cultural business behavior: negotiating, selling, sourcing and managing across cultures, Copenhagen Business School Press
5. Rozkwitalska, M. (2012). Intercultural management issues. Difin.
6. Chrupała-Pniak, M., Grabowski, D., & Sulimowska-Formowicz, M. (2016), TheValue ofTrust, Economics and Business Review, Vol. 2 (16), No. 2, pp. 127-143
7. Chrupała-Pniak, M., Grabowski, D., & Sulimowska-Formowicz, M. (2017). Trust in Effective International Business Cooperation: Mediating Effect of Work Engagement. Entrepreneurial Business andEconomics Review, 5(2), pp. 27-50

Optional

1. Aula, P., Heinonen, J. (2016), The reputable firm: how digitalization of communication is revolutionizing reputation management, Springer Science+Business Media
2. Lustig, M.W., Koester, J. (2013)Intercultural competence: interpersonal communication across cultures, Pearson Education
3. Trompenaars F., Hampden-Turner Ch. (2020). Riding the Waves of Culture: Understanding Cultural Diversity in Business. N. Brealey Publishing
4. Hofstede G., Hofstede G.J., Minkov M. (2010). Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival. McGraw-Hill Education.

Calculation of ECTS points

Activity form	Activity hours*
lecture	15
classes	15
Literature study	22
Preparation of the end-of-course assessment - group project	25
Analysis of lecture notes	5
Consultations	4
Re-sit assignement	4
Student workload	Hours 90

Number of ECTS points	ECTS 3
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* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
FAB.M_K03	Is ready to fulfill social obligations, initiate and co-organize activities for the benefit of the community following the public interest using strategic thinking and acting in an entrepreneurial manner while also being aware of the consequences of financial decisions made in such activities.
FAB.M_U01	Can apply their knowledge to formulate and solve complex and unusual problems in the field of finance and accounting, also from an international perspective, and perform tasks under the conditions of uncertainty, using advanced information and communication techniques by: - proper selection of sources of information and their critical evaluation, analysis, synthesis and creative interpretation, - selection and application of methods and tools (including adaptation of existing ones and development of new approaches) appropriate for finance and accounting, including selection of proper solutions for the communication of information in financial statements.
FAB.M_U04	Is proficient in a foreign language at B2 level of the Common European Framework of Reference for Languages and in specialized terminology in finance and accounting.
FAB.M_W05	Knows and understands the principles of establishing, conducting and financing various forms of economic activity, nationally and internationally, as well as the requirements and possibilities of presenting their results in the accounting system.