

|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|----|----|-----------------------------------------------------------|-------------------|----------------------------|----|--|
| BIAŁYSTOK UNIVERSITY OF TECHNOLOGY           |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | Faculty of Engineering Management                         |                   |                            |    |  |
| Field of study                               |                                                                                                              | Erasmus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                  |    |   |    |    | Level and form of study                                   |                   | first degree/second degree |    |  |
| A group of modules /specialty                |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | Education profile                                         |                   |                            |    |  |
| Course name                                  |                                                                                                              | Business culture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                  |    |   |    |    | Course code                                               |                   | IS-FM-00120S               |    |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | Course type                                               |                   | elective                   |    |  |
| Course form(s) and number of hours           |                                                                                                              | L                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | C                                                                                                                                                                                                                                | LC | P | SW | FW | S                                                         | Semester          | summer                     |    |  |
|                                              |                                                                                                              | 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                  |    |   |    |    | ECTS credits                                              |                   | 5                          |    |  |
| The programme is valid from                  |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | 2025/2026                                                 |                   |                            |    |  |
| Introductory courses                         |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| Course objectives                            |                                                                                                              | <p>Knowledge: The aim of module is to familiarize students with the principles of business culture in order to create and maintain human relationships in everyday business dealings taking into account cultural differences.</p> <p>Skills: Students will obtain practical knowledge and skills to apply the principles of politeness and courtesy in international business relations especially business correspondence and communication, precedence rules, preparing business parties, appropriate behaviour and business dress code in different business situations.</p> <p>Social competence: Student will develop cooperation skills with foreign business partners and respect for different customs and traditions.</p> |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| Framework programme content                  |                                                                                                              | The principles of communicating in business, business precedence, correspondence in business, business parties and meetings, rules at the table, the business dress code, business etiquette in different countries of the world.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| Other information about the course           |                                                                                                              | <p>content of the course refers to the principles of sustainable development</p> <p>the course is related to the scientific activity conducted at the University</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              |                                                                                                              | Student workload related to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                  |    |   |    |    | Total number of hours                                     | including contact | including practical        |    |  |
| Calculation:                                 |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | participation in lectures                                                                                                                                                                                                        |    |   |    |    |                                                           | 0                 | 0                          |    |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | participation in other forms of activities                                                                                                                                                                                       |    |   |    |    |                                                           | 30                | 30                         | 30 |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | participation in an examination                                                                                                                                                                                                  |    |   |    |    |                                                           | 0                 | 0                          |    |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | participation in consultations                                                                                                                                                                                                   |    |   |    |    |                                                           | 5                 | 5                          | 5  |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | completion of professional training                                                                                                                                                                                              |    |   |    |    |                                                           | 0                 | 0                          | 0  |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | preparation for passing a lecture/an examination                                                                                                                                                                                 |    |   |    |    |                                                           | 0                 |                            |    |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | preparation for practical classes                                                                                                                                                                                                |    |   |    |    |                                                           | 90                |                            | 90 |  |
|                                              |                                                                                                              | Total number of hours:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                  |    |   |    |    | 125                                                       | 35                | 125                        |    |  |
|                                              |                                                                                                              | Total number of ECTS credits:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                  |    |   |    |    | 5                                                         | 1,4               | 5,0                        |    |  |
| Expected discipline learning outcomes        |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | Knowledge                                                 | Skills            | Social competence          |    |  |
| Objectives and framework content prepared by |                                                                                                              | dr Aleksandra Gulc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                  |    |   |    |    | Date: 18.03.2025                                          |                   |                            |    |  |
| Implementation in the academic year          |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | 2025/2026                                                 |                   |                            |    |  |
| Classes                                      |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| Programme content                            | 1                                                                                                            | The principles of communicating in business (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 2                                                                                                            | Greetings (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 3                                                                                                            | People presenting and titles (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 4                                                                                                            | Giving and preparing business cards (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 5                                                                                                            | Etiquette in electronic communication (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 6                                                                                                            | Correspondence - the basic principles, the letter (formal, business and private), salutations, formal letters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 7                                                                                                            | Business precedence - the concept of precedence, precedence at work, precedence in corporation, precedence during multilateral conferences and meetings (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 8                                                                                                            | Business parties - organising parties, types of parties, invitations, table types, the place of honour at the table, seating (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 9                                                                                                            | Business meetings - rules during the meetings, invitations, the place of honour at the table, seating (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 10                                                                                                           | At the table (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 11                                                                                                           | Business dress code - matching appropriate dress to the occasion, shaping the sense of aesthetics and good taste. (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 12                                                                                                           | Non-verbal communication (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 13                                                                                                           | Business etiquette in different countries of the world (4h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
|                                              | 14                                                                                                           | Passing the classes (2h)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| Teaching methods (on-site classes)           |                                                                                                              | C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | presentation, case study, team activities                                                                                                                                                                                        |    |   |    |    |                                                           |                   |                            |    |  |
| Teaching methods (online classes)            |                                                                                                              | C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | presentation on MS Teams, presentation, case study, team activities                                                                                                                                                              |    |   |    |    |                                                           |                   |                            |    |  |
| Forms of crediting                           |                                                                                                              | C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | evaluation of completed tasks and prepared presentation, written final test                                                                                                                                                      |    |   |    |    |                                                           |                   |                            |    |  |
| Conditions of crediting                      |                                                                                                              | C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | obtaining a grade of 3.0 after reaching the threshold of at least 51%. Final grade: (0-50)% of points - 2.0; (51-60)% points - 3.0; (61-70)% points - 3.5; (71-80)% points - 4.0; (81-90)% points - 4.5; (91-100)% points - 5.0. |    |   |    |    |                                                           |                   |                            |    |  |
| Outcome symbols                              |                                                                                                              | Expected learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                  |    |   |    |    | Expected learning outcomes defined for the field of study |                   |                            |    |  |
|                                              |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    | Knowledge                                                 | Skills            | Social competence          |    |  |
| Knowledge: the student knows and understands |                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |
| E1                                           | the terms and rules of business savoir-vivre and explains its objectives in international business relations |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                  |    |   |    |    |                                                           |                   |                            |    |  |

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|---------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Skills: the student can</b>                    |                                                                                                  |                                                                                                                                                                                  |
| <b>E2</b>                                         | apply appropriate rules in different business situations                                         |                                                                                                                                                                                  |
| <b>E3</b>                                         | distinguish the differences in business etiquette in chosen countries                            |                                                                                                                                                                                  |
| <b>Social competence: the student is ready to</b> |                                                                                                  |                                                                                                                                                                                  |
| <b>E4</b>                                         | cooperate in a team in international business community                                          |                                                                                                                                                                                  |
| <b>Outcome symbols</b>                            | <b>Methods of verification of learning outcomes</b>                                              | <b>Course form subject to verification</b>                                                                                                                                       |
| <b>E1</b>                                         | <i>Evaluation of individual and team tasks and student's activity during classes, final test</i> | C                                                                                                                                                                                |
| <b>E2</b>                                         | <i>Evaluation of individual and team tasks and student's activity during classes, final test</i> | C                                                                                                                                                                                |
| <b>E3</b>                                         | <i>Evaluation of individual and team tasks and student's activity during classes, final test</i> | C                                                                                                                                                                                |
| <b>E4</b>                                         | <i>Evaluation of individual and team tasks and student's activity during classes, final test</i> | C                                                                                                                                                                                |
| <b>Basic references</b>                           | 1                                                                                                | <i>Martin J.S., Chaney L.H., Global business etiquette, A guide to business communication and customs, ABC Clio, Greenwood 2012.</i>                                             |
|                                                   | 2                                                                                                | <i>Pachter B., Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw-Hill Education, 2014.</i>                                              |
|                                                   | 3                                                                                                | <i>Steers R.M., Nardon L., Sánchez-Runde C., Management Across Cultures, Cambridge University Press, Cambridge, 2016.</i>                                                        |
| <b>Supplementary references</b>                   | 1                                                                                                | <i>Margulis A. R., How to Rise to the Top...and Stay There!: A Leadership Manual, Springer, New York, 2011.</i>                                                                  |
|                                                   | 2                                                                                                | <i>Dunn, Dickel C., Formal forms or verbal strategies? Politeness theory and Japanese business etiquette training, Journal of Pragmatics, 2011, vol.43(15), pp.3643-3654. 3.</i> |
|                                                   | 3                                                                                                | <i>du Pont M.K., Business etiquette and professionalism, Axco Press, 1993.</i>                                                                                                   |
|                                                   | 4                                                                                                | <i>Mac Pherson Ch., Pocket butler, Turnaround Publisher Services, London, 2014.</i>                                                                                              |
| <b>Course coordinator</b>                         | <i>dr Aleksandra Gulc</i>                                                                        | <b>Date:</b> 18.03.2025                                                                                                                                                          |