

COURSE DESCRIPTION CARD

BIALYSTOK 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-00120W
Course form(s) and number of hours	L C LC P SW FW S	Course type	elective
	30	Semester	winter
The programme is valid from		ECTS credits	5
Introductory courses			2025/2026
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	content of the course refers to the principles of sustainable development the course is related to the scientific activity conducted at the University		
Calculation:	Student workload related to:	Total number of hours	including contact
			including practical
	participation in lectures	0	0
	participation in other forms of activities	30	30
	participation in an examination	0	0
	participation in consultations	5	5
	completion of professional training	0	0
	preparation for passing a lecture/an examination	0	0
	preparation for practical classes	90	90
	<b>Total number of hours:</b>	<b>125</b>	<b>35</b>
	<b>Total number of ECTS credits:</b>	<b>5</b>	<b>1,4</b>
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		
Programme content	Classes		
	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
	<b>Knowledge: the student knows and understands</b>		
E1	the terms and rules of business savoir-vivre and explains its objectives in international business relations		

<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