BIALYSTOK UNIVERSITY OF TECHN	IOLOG	ıΥ					Faculty of Engineering	ig Management			
Field of study	Eras	smus					Level and form of study	first degree/seco	and degree		
A group of modules specialty							Education profile				
Course name	Busi	iness culture)				Course code Course type	IS-FM-00120W elective			
Course form(s)	L	C L	P	SW	FW	S	Semester	winter			
and number of hours		30					ECTS credits 2025/2026				
The programme is valid from ntroductory courses							2025/2026				
Course objectives	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. 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. Social competence: Student will develop cooperation skills with foreign business partners and respect for different customs and traditions.										
Framework programme content							s, business precedence ress code, usiness etiqu				s parties an
Other information about the course							se refers to the principle		•		
Calculation:	Stud	the course is related to the scientific activities Student workload related to:						Total number of hours	includin contac	-	including practical
		icipation in l						0	0	-	
		icipation in o			ctivitie	S		30	30		30
		icipation in a icipation in o						5	<u>0</u> 5		5
	_	pletion of p			ning			0	0		0
		aration for				exami	nation	0			
	prep	aration for p	ractical	l classe	S			90			90
					-	Total	Total number of hour number of ECTS credit		35 1,4		125 5,0
Expected discipline learning outcon	nes							Knowledge	Skills		Social competend
Objectives and framework content prepared by	dr A	leksandra G	ulc				2025/2026	Date: 18.03.2025	Skills		
Objectives and framework content prepared by	dr A	leksandra G	ulc				2025/2026 Classes	Date:	Skills		
Objectives and framework content prepared by	dr A	The princ	ples of	commu	ınicatir	ng in b		Date:	Skills		
Objectives and framework content prepared by	dr A	The princ	ples of (2h)				Classes	Date:	Skills		
Dbjectives and framework content orepared by	dr A	The princ Greetings People pi	ples of (2h)	g and ti	itles (2	h)	Classes usiness (2h)	Date:	Skills		
Objectives and framework content prepared by	dr A	The princ	ples of (2h) esenting	g and ti	itles (2 siness	h) cards	Classes usiness (2h)	Date:	Skills		
Objectives and framework content prepared by	dr A	The princ Greetings People pi Giving an Etiquette	ples of (2h) esenting d prepa	g and ti aring but ronic co	itles (2 siness mmun	h) cards	Classes usiness (2h)	Date: 18.03.2025			competenc
Objectives and framework content prepared by	dr A	The princ Greetings People prince Giving an Etiquette Correspo	ples of (2h) esenting d preparent electrondence	g and ti tring but ronic co - the ba	itles (2 siness mmun asic pr	h) cards ication	Classes usiness (2h) (2h) n (2h)	Date: 18.03.2025	salutations,	formal le	competend
Objectives and framework content prepared by Implementation in the academic year	dr A	The princ Greetings People pi Giving an Etiquette Correspo Business	ples of (2h) esenting d preparent electrondence	g and ti aring but ronic co - the bat ence - t	itles (2 siness mmun asic pr	h) cards lication inciple	Classes usiness (2h) (2h) n (2h) s, the letter (formal, business)	Date: 18.03.2025	salutations,	formal le	competenc
Objectives and framework content prepared by Implementation in the academic year	dr A	The princ Greetings People pi Giving an Etiquette Correspo Business during mu	ples of (2h) esenting d prepare dence precede altilatera parties	g and ti aring bus ronic co - the ba ence - t al confer	itles (2 siness mmun asic pr the cor rences	h) cards ication inciple ncept of	Classes usiness (2h) (2h) n (2h) s, the letter (formal, busiof precedence, preceder	Date: 18.03.2025 ness and private), sice at work, precede	salutations,	formal le	etters
Objectives and framework content prepared by Implementation in the academic year	dr A	The prince Greetings People pi Giving an Etiquette Correspo Business during mu Business seating (2	ples of (2h) esenting d preparent precedent pr	g and ti ring bur ronic co - the bar ence - t al confer - organ	itles (2 siness mmun asic pr the cor rences ising p	h) cards ication inciple ncept of and r earties	Classes usiness (2h) (2h) n (2h) ss, the letter (formal, busing precedence, preceder meetings (2h)	Date: 18.03.2025 ness and private), since at work, precedence, table types, the	salutations, ence in corp	formal le	etters precedence the table,
Objectives and framework content prepared by Implementation in the academic year	dr A	The prince Greetings People pi Giving an Etiquette Correspo Business during mu Business seating (2	ples of (2h) esenting d prepare n electrondence precede litilatera parties h) meeting	g and ti ring bur ronic co - the bar ence - t al confer - organ	itles (2 siness mmun asic pr the cor rences ising p	h) cards ication inciple ncept of and r earties	Classes usiness (2h) (2h) n (2h) s, the letter (formal, busion precedence, precedence, precedence) meetings (2h) types of parties, invitation	Date: 18.03.2025 ness and private), since at work, precedence, table types, the	salutations, ence in corp	formal le	etters precedence the table,
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Objectives and framework content prepared by Implementation in the academic year Programme content Teaching methods (on-site classes)	dr A 1 2 3 4 5 6 7 8 9 10 11 12 13 14 C	The prince Greetings People pi Giving an Etiquette Correspo Business during mi Business seating (2 Business taste. (2h Non-verb Business Passing t	ples of (2h) esenting d preparticular parties h) meeting ble (2h) ddress c lal commetiquettine classion, cas	g and ti rring bur ronic co - the ba ence - t al confer - organ gs - rule code - — nunicati te in diff ses (2h) se study	ittles (2 siness mmurrasic profile corrected with the corrected sising profile match the corrected with the	h) cardsaction inciple ncept of and r arties ng the ning ap	Classes usiness (2h) (2h) n (2h) s, the letter (formal, busing precedence, precederneetings (2h) n types of parties, invitation, the propriate dress to the original of the world (4h) ites	Date: 18.03.2025 ness and private), since at work, precede ons, table types, the e place of honour a occasion, shaping the	salutations, ence in corp e place of ho t the table, s	formal le poration, onour at seating (etters precedence the table,
Objectives and framework content prepared by Implementation in the academic year Programme content Teaching methods (on-site classes) Teaching methods (online classes)	dr A 1 2 3 4 5 6 7 8 9 10 11 12 13 14 C C	The prince Greetings People pi Giving an Etiquette Correspo Business during me Business seating (2 Business At the tal Business taste. (2h Non-verb Business Passing t	ples of (2h) esenting d preparties h) meeting ble (2h) dress con, casson on N	g and ti rring burronic co - the barence - t ence - t - organ gs - rule code - — nunicati te in diff ses (2h) se study	itles (2 siness mmunum asic properties of the corrences ising properties during the corrence of the correct of the c	h) cards ication inciple and r arties and r arties country a count	Classes usiness (2h) (2h) n (2h) ss, the letter (formal, busion precedence, preceder meetings (2h) types of parties, invitation, the propriate dress to the original of the world (4h) ities ation, case study, team a	Date: 18.03.2025 ness and private), since at work, precede ons, table types, the e place of honour a coasion, shaping the coasion, shaping the coasion.	salutations, ence in corp e place of ho t the table, s	formal le poration, onour at seating (etters precedence the table,
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Objectives and framework content prepared by Implementation in the academic year Programme content Teaching methods (on-site classes) Teaching methods (online classes) Forms of crediting Conditions of crediting	dr A 1 2 3 4 5 6 7 8 9 10 11 12 13 14 C C C C	The prince Greetings People pi Giving an Etiquette Correspo Business during mi Business seating (2 Business At the tal Business taste. (2h Non-verb Business Passing t presentat evaluation obtaining	ples of (2h) (2h) esenting d prepa n electrodence precede litilatera parties h) meeting ele (2h) dress c lal commetiquett ne class on, cas on on N n of com a grade ats - 3.0	g and ti rring bur ronic co - the bar ence - tall confer - organ gs - rule code - — nunicati te in diff ses (2h) se study MS Tea npleted e of 3.0 c; (61-70)	match	h) cards ication inciple and r arties arties in active and p active	Classes usiness (2h) (2h) (2h) (2h) (2h) (3) (4) (5) (5) (6) (7) (7) (8) (8) (9) (9) (9) (10) (10) (10) (10) (10) (10) (10) (10	Date: 18.03.2025 ness and private), since at work, preceded ons, table types, the eplace of honour accasion, shaping the citizen final test st 51%. Final grade (); (81-90)% points -	salutations, ence in corp e place of ho t the table, s e sense of a c (0-50)% of 4.5; (91-10 ning outco field of st	formal leporation, conour at seating (asserting) formation for points - 100% points detudy	etters precedence the table, (2h) es and good
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Expected discipline learning outcon Objectives and framework content prepared by Implementation in the academic year Programme content Teaching methods (on-site classes) Teaching methods (online classes) Forms of crediting Conditions of crediting Outcome symbols	dr A 1 2 3 4 5 6 7 8 9 10 11 12 13 14 C C C C	The princ Greetings People pi Giving an Etiquette Correspo Business during m Business seating (2 Business At the tal Business taste. (2h Non-verb Business Passing t presental evaluation obtaining 60)% poin	ples of (2h) esenting d preparties in electronders parties h) meeting ole (2h) dress con al commetiquettine classion, cas on on Man of comma grade its - 3.0	g and tiring burronic coronic	ititles (2 siness in munum asic properties of the correct of the c	h) cardsaction inciple and r arties and p popular and p p p p p p p p p p p p p p p p p p p	Classes usiness (2h) (2h) (2h) (2h) (2h) (3) (4) (5) (5) (6) (7) (7) (8) (8) (9) (9) (9) (10) (10) (10) (10) (10) (10) (10) (10	Date: 18.03.2025 ness and private), since at work, preceded ons, table types, the eplace of honour accasion, shaping the citizen final test st 51%. Final grade (); (81-90)% points -	salutations, ence in corp e place of ho t the table, s e sense of a c (0-50)% of 4.5; (91-10 ning outco field of st	formal leporation, conour at seating (asserting) formation for points - 100% points detudy	etters precedence the table, (2h) es and good

	Skills: the student can						
E2	apply appropriate rules in different business situations	<u> </u>					
E3	distinguish the differences in business etiquette in chosen countries						
	Social competence: the student is ready to						
E4	cooperate in a team in international business community						
Outcome symbols	Methods of verification of learning outcomes	Course form subject to verification					
E1	Evaluation of individual and team tasks and student's activity during classes, final test	C					
E2	Evaluation of individual and team tasks and student's activity during classes, final test	С					
E3	Evaluation of individual and team tasks and student's activity during C						
E4	Evaluation of individual and team tasks and student's activity during classes, final test						
Basic references	Martin J.S., Chaney L.H., Global business etiquette, A guide to Greenwood 2012.	business comunication and customs, ABC Clio,					
	Pachter B.,Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw-Hill Education,2014.						
	3 Steers R.M., Nardon L.,; Sánchez-Runde C., Management Across Cultures, Cambridge University Press, Cambridge, 2016.						
Cumplementery references	Margulis A. R., How to Rise to the Topand Stay There!: A Leadership Manual, Springer, New York, 2011.						
	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.						
Supplementary references	3 du Pont M.K Business etiquette and professionalism, Axco I						
	4 Mac Phrson Ch., Pocket butler, Turnaround Publisher Services, London, 2014.						
Course coordinator	dr Aleksandra Gulc	Date: 18.03.2025					