

[Syllabus_BIP 2025]
University of Opole, Poland

Name of the module (subject)	Intercultural Competence and Communication in Global Markets: Managing Challenges for Sustainable Economic Growth
Field of study	Economic Issues in Intercultural Communication
Specialty	Business Communication
Educational profile	Blended Intensive Program (BIP)
Level of study	Bachelor/Master
Form of studies	Virtual + In-Person Mobility
Format	Synchronous and asynchronous sessions
Dates of conducting classes	Virtual Meetings: November 03-27, 2025 On site at the UO: December 01-05, 2025
Number of ECTS points	5 ECTS
Syllabus framed by	Dr. Pradeep Kumar
Partner Universities, and Project Leaders	1. Faculty of Philology, University of Opole - Host University • Project Leader (s): - Assoc. Prof. Dr Elżbieta Szymańska-Czaplak, Dean, Faculty of Philology, University of Opole, Poland - Asst. Prof. Dr. Pradeep Kumar, Faculty of Philology, University of Opole, Poland; and Visiting Professor, Faculty of Industrial Engineering, University of Applied Sciences, Mittweida, Germany 2. The Faculty of Industrial Engineering, University of Applied Sciences in Mittweida, Germany • Project Leader (s): - Prof. Dr. rer. oec. Serge Velesco, Educational Dean, Cooperation degree programs, Faculty of Industrial Engineering, University of Applied Sciences Mittweida, Germany - Prof. Dr. Pradeep Kumar, Visiting Professor, Faculty of Industrial Engineering, Mittweida, Germany 3. "Dunarea de Jos" University of Galati, Romania • Project Leader (s): - Assoc. prof. dr. Ecaterina Daniela Zeca, "Dunarea de Jos" University of Galati, Romania - Mrs. Tatiana Cojan, Erasmus coordinator, Dunarea de Jos" University of Galati, Romania
Program Overview	This Blended Intensive Program (BIP) integrates theoretical and practical approaches to intercultural competence, global communication, and sustainable business practices. Through 60 hours of instruction (30 virtual + 30 in-person), students will: • Explore cross-cultural communication models and global negotiation strategies. • Analyze case studies of international business challenges. • Develop practical skills in multicultural teamwork, leadership, and ethical decision-making. • Learn to integrate sustainability and social responsibility into global business strategies.
Learning Outcomes	By the end of the program, participants will be able to: 1. Demonstrate understanding of cultural factors influencing managerial behavior, communication, and organizational performance in international contexts. 2. Apply intercultural frameworks and communication strategies to complex business scenarios. 3. Lead and collaborate effectively in multicultural, multidisciplinary teams. 4. Address global management challenges ethically, with awareness of sustainability and social responsibility. 5. Critically analyze and propose solutions for intercultural conflicts in organizational settings.

Program Structure

Phase 1: Virtual Component (30 hours)

Duration: November 10–30, 2025 (Flexible, online collaboration)

Format: Synchronous and asynchronous sessions

Objectives: Introduce foundational theories and develop pre-mobility collaboration skills

Module	Topics	Learning Activities	Hrs	Delivered by	Dates and Time
1. Introduction to Intercultural Competence	Introduction, meaning and definitions	Online lecture, discussion forum, pre-assessment quiz	2 hrs	Pradeep Kumar	12.11.2025 5:30 pm - 7:30 pm (MSTeam)
2. Communication in Global Contexts	High- vs low-context communication, verbal & non-verbal cues, intercultural barriers	Online lecture, discussion forum, case study	3 hrs	Pradeep Kumar	18.11.2025 12:45 pm - 2:15, and 2:30 pm - 4:00 pm
3. International Management	Introduction, meaning and definitions	Theories, and Case study analysis, simulation exercises, peer feedback	2 hrs	Serge Velesco	13.11.2025 10:00 - 12:00 pm
4. Global Negotiation & Conflict Resolution	Negotiation styles, power distance, conflict management strategies	Theories, and Case study analysis, simulation exercises, peer feedback	5 hrs	Serge Velesco	25.11.2025 11:30 am - 04:30 pm
5. Multicultural Team Management	Team dynamics, leadership styles, motivation, virtual teamwork	Collaborative group project preparation, scenario-based discussions	3 hrs	Serge Velesco	26.11.2025 9:00 am - 01:00 pm
6. Ethical Leadership & Sustainability	Corporate social responsibility (CSR), ethical dilemmas, SDGs	Online seminar, discussion boards, individual reflective essay	2 hrs	Ecaterina Daniela Zeca	19.11.2025 4:00 pm - 6:00 pm
7. Ethical Leadership & Sustainability	ESG-the sustainability and ethical impact of a company	Collaborative group project preparation, scenario-based discussions	2 hrs	Ecaterina Daniela Zeca	20.11.2025 4:00 pm - 6 pm
8 Geert Hofstede model regarding the management and cultural dimension	Culture in international management and Intercultural communication	Collaborative group project preparation, scenario-based discussions	2 hrs	Ecaterina Daniela Zeca	27.11.2025 6:00 pm - 8:00 pm
9. Contemporary Economic Issues	Economic development and Intercultural skills	Collaborative group project preparation, scenario-based discussions	3 hrs	Pradeep Kumar	25.11.2025 12:45 pm - 2:15, and 2:30 pm - 4:00 pm
10. Pre-Mobility Integration	Finalizing group projects, intercultural action plans	Group presentations, mentor feedback	2hrs	Pradeep Kumar	26.11.2025 4:00pm-6:00pm

Phase 2: Physical Mobility at the University of Opole (30 hours)

Dates: December 01–05, 2025

Format: Workshops, simulations, site visits, expert panels

Day	Theme	Activities	Learning Outcomes
Day 1	Orientation & Cultural Immersion	Welcome session, campus tour, cultural icebreaker, guest lecture on Polish business culture	Understand host-country context; develop cultural awareness
Day 2	Intercultural Communication	Interactive workshops on negotiation & conflict management, role-play, communication simulations	Apply intercultural communication strategies; enhance CQ
Day 3	Leadership in Multicultural Teams	Team-building exercises, problem-solving simulations, peer evaluations	Develop leadership & teamwork skills in diverse environments
Day 4	Sustainability & Global Business Ethics	Industrial visits, expert panel on CSR & sustainable practices, group project work	Integrate ethical reasoning & sustainability into decision-making
Day 5	Reflection & Presentation	Group project presentations, peer feedback, program debrief, certificate awarding	Demonstrate knowledge application & reflective learning

Teaching Methods

- **Lectures:** Concept introduction and theoretical grounding
- **Workshops & Simulations:** Experiential learning and skill practice
- **Case Studies:** Analysis of real-world global business challenges
- **Group Projects:** Multicultural teamwork with mentorship
- **Reflection & Journals:** Encourage critical thinking and self-assessment
- **Expert Panels & Industrial Visits:** Bridge theory with practical insights

Assessment & Evaluation

Component	Weight	Description
Online Participation	20%	Active engagement in virtual discussions and workshops
Reflective Essay	20%	800–1000 words on intercultural communication insights and sustainability considerations
Group Project	40%	Development of intercultural communication strategies for a real-world business scenario, presented during mobility week
Peer & Self-Assessment	10%	Evaluate collaboration, leadership, and intercultural sensitivity in team work
Final Presentation	10%	Oral presentation at the conclusion of the mobility phase

Additional Notes

- Participants should complete all pre-mobility assignments before arrival.
- Active participation in both virtual and in-person components is mandatory for credit recognition.
- Group projects will be cross-cultural, with teams intentionally composed of students from different partner universities.
- The program encourages reflective journals, fostering ongoing self-assessment of cultural competencies.

Grading: Pass/Fail with detailed feedback for learning development

Recommended Readings

1. Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context.
2. Earley, P. C., & Ang, S. (2003). Cultural Intelligence: Individual Interactions Across Cultures.
3. Trompenaars, F., & Hampden-Turner, C. (2012). Riding the Waves of Culture: Understanding Diversity in Global Business.
4. Meyer, E. (2014). The Culture Map: Breaking Through the Invisible Boundaries of Global Business.
5. Hill, C. W. L., & Hult, G. T. M. (2019). International Business: Competing in the Global Marketplace.