

Course code:

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	Culture and behaviour
Field of studies	Management
Level of studies	first degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Bogdan Lent, professor
Introductory courses	no requirements
Introductory requirements	Capability of reflective thinking

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	12				18		5

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	The influence of socio-cultural and collective psychological factors on various levels of human behaviours. Human-system interaction in multicultural contexts. Theory and methods of analysing cultural influence on behaviour. Culture and behaviour on the individual level. Cultural aspects of groups, institutions and systems in multicultural context. Application, perspectives, controversies.	K_W06 K_W07	P6S_WG P6S_WG
SKILLS			
U1	The aims of the course are as follows: A1: To present the state-of-the art knowledge on factors that shape individual and collective human behaviours.	K_U06 K_U07	P6S_UW P6S_UW

	<p>A2: To provide the students with a variety of methods and tools from different disciplines to perform cross-cultural analysis of behaviours in various circumstances.</p> <p>A3: To present the state of knowledge on cultural influence on both individual and collective behaviours in multicultural realms.</p> <p>A4: To promote and train interdisciplinary research skills.</p> <p>A5: To train and develop creative problem-solving and critical thinking skills.</p> <p>A6: To provide the participants with a critical insight into the perspectives, ethics and controversies of the subject matter.</p>		
SOCIAL COMPETENCES			
K1	<p>Upon the completion of the course, the student is able to:</p> <p>LO1: Understand the factors that shape human behaviours, in general and in multicultural contexts.</p> <p>LO2: Investigate cultural patterns and their influence on mind, body and behaviour of individuals and groups.</p> <p>LO3: Choose properly from a variety of methods from different disciplines to perform cross-cultural analysis of behaviours in various circumstances.</p> <p>LO4: Apply cultural analysis to predict individual and group behaviours and potential issues of human-system interactions.</p> <p>LO5: Prepare creative problem-solving concepts and prognoses of the outcomes of national security cultures interactions.</p> <p>LO6: Explore practical and innovative applications of cross-cultural analysis of behaviours in security and defence contexts.</p>	K_K07 K_K02	P6S_KO P6S_KR

3. TEACHING METHODS

A. Traditional methods used ***

Multimedia lectures and exercises. Students own elaboration of analysis and conclusions.
Reflection and analysis of own experiences.

B. Distance learning methods used ***

Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education):
e.g. remote lecture in the form of videoconference, remote discussion, etc.

Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method):
e.g. online educational videos, online multimedia presentations, etc.

4. METHODS OF EXAMINATION

Exercises in Ms Excel	
<p>F1. Own research work</p> <p>F2. Assessment of theoretical preparation</p> <p>F3. Assessment of practical skills</p>	<p>P1. In-class activities</p> <p>P2. Knowledge assessment during practical tasks, also at the ADL platform</p> <p>P3. Final project assessment</p>

5. SCOPE

No.	Topics	Description of the contents	Form	Number of hours
1.	Theory and methods of analysing cultural influence on behaviour	Introduction to the course (L). The origins of human behaviours: biology, society, environment and other factors (Ex). Culture essentials (L). Mind, body, culture and behaviour: relations and influences (Ex). Behaviour forecasting methods and tools (Ex)	L, W	4 6
2.	Culture and behaviour at the individual level	Cross-cultural psychology, psychiatry and neuroanthropology (L). Cultural analysis in human-system interactions (Ex). Influencing human behaviour. From motivation to manipulation. (L)	L, W	4 2
3.	Cultural aspects of groups, institutions and systems in multicultural context	Strategic culture and state behaviours (L). Cross-cultural crowd and group behaviour psychology (Ex). Culture and the military: from Human Domain to PSYOPS (L)	L, W	4 2
4.	Application, perspectives, controversies	Issues, perspectives, controversies (Ex) 14. Culture and behaviour in the cyber world (Ex) 13. Research results presentation (Ex). Summary of the course (Ex)	L, W	0 8

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation
W1	x					
U1	x			x		
K1	x			x		

7. LITERATURE

Basic literature	<p>Matsumoto, David and Linda Yuang. Culture and Psychology. Wadsworth: New York, 2007.</p> <p>Minkov, Michael. Cross-Cultural Analysis: The Science and Art of Comparing the World's Modern Societies and Their Cultures. Sage: London, 2013.</p> <p>Salvendy, Gavriel. Handbook of Human Factors and Ergonomics. JW&S: Hoboken, 2013.</p> <p>Zastrov, Charles. Understanding Human Behavior and Social Environment. Brooks/Cole: Belmont, 2012</p>
Supplementary literature	<p>Aghop Der-Karabetian, Christopher T.H. Liang, Glenn C. Gams. Handbook of Multicultural Measures. Sage Publications Inc: Black Oaks, 2011</p> <p>Barnard, Alan i Johnatan Spencer. Encyclopedia of Social and Cultural Anthropology. Routledge: London and New York, 2002</p> <p>Kim, Jiyul. Cultural Dimensions of Strategy and Policy. US Army War College: Carlisle, 2010</p> <p>Pinker, Stephen. The Blank Slate: The Modern Denial of Human Nature. Penguin Books: New York, 2003</p> <p>MIT Encyclopedia of cognitive sciences. MIT Press: Cambridge, 2001</p> <p>Sapolsky, Bob. Human Behavioral Biology. Stanford University Lecture Series, 2014. https://www.youtube.com/playlist?list=PL848F2368C90DDC3D</p>

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	5
Student's own work	Preparation for classes	30
	Reading assignments	30
	Other (preparation for exams, tests, carrying out a project etc)	30
Total student workload		125
Number of ECTS points		5