

## Business and Culture

Civitas University, 2026, summer semester

To pass this course student is expected to prepare and show a presentation on one of the topics given below. The presentation should be approximately 10-15 min. length. Do not forget to put your name, firstname and Student ID on the first slide.

The presentation should be delivered during the class and sent by email (see below). Students are expected to prepare the presentation list/schedule (who-which topic-when).

You can do this by declaring your topic and date in a Teams entry. Students are allowed to take the same topic, but no more than 3 students can get the same one. Presentations are INDIVIDUAL.

Sending the presentation (required!):

- Convert slides to PDF, name in with your StudentID (e.g. 122345.pdf)
- Send by email to: [w.moscibrodzki@gmail.com](mailto:w.moscibrodzki@gmail.com), making sure that the subject is: BUSINESS AND CULTURE
- In the email body, write your first name, name and Student ID

Presentation topics (choose one):

1. The impact of national culture on management styles in organizations
2. Cultural dimensions according to Geert Hofstede – analysis and business applications
3. High-context and low-context communication according to Edward T. Hall
4. Cultural differences in business negotiations – a comparative study (e.g., Japan vs. USA)
5. Organizational culture as a factor of business success
6. The impact of globalization on diminishing cultural differences in business
7. Glocalization – how global brands adapt to local markets
8. The role of cultural stereotypes in business relationships
9. Managing multicultural teams – challenges and best practices
10. Business ethics across different cultural contexts
11. The role of religion in business practices
12. Culture shock in international work – causes and adaptation strategies
13. Leadership styles in different cultures around the world
14. The importance of language and nonverbal communication in business
15. Differences in time orientation (monochronic vs. polychronic cultures)
16. Corporate Social Responsibility (CSR) in different cultures
17. Cross-cultural marketing – analysis of global brand campaigns
18. Cultural mistakes in business – analysis of well-known cases
19. The role of values and social norms in consumer behavior
20. Hierarchy and power distance in international organizations
21. Individualism vs. collectivism in the workplace
22. Work culture in selected countries (e.g., Germany, Japan, USA, Poland)
23. Cultural differences in business decision-making processes
24. The role of gender and social roles in different business cultures
25. Adaptation of expatriate employees in international environments
26. Startup culture vs. traditional business models
27. Conflict management in multicultural teams
28. The impact of social media on cross-cultural business communication
29. Business etiquette in different countries (e.g., China, France, Saudi Arabia)
30. The future of business in the context of cultural diversity and globalization

Suggested sources of information:

1. Cultures and Organizations: Software of the Mind – Geert Hofstede
2. Riding the Waves of Culture – Fons Trompenaars
3. The Culture Map – Erin Meyer
4. Beyond Culture – Edward T. Hall
5. Managing Across Cultures – Susan C. Schneider
6. International Business – John D. Daniels
7. Global Business Today – Charles W. L. Hill
8. Cross-Cultural Management: Essential Concepts – David C. Thomas
9. Intercultural Communication – Larry A. Samovar
10. Communicating Across Cultures
11. Kiss, Bow, or Shake Hands – Terri Morrison
12. Business Ethics – Andrew Crane
13. Corporate Social Responsibility – Philip Kotler
14. Organizational Behavior – Stephen P. Robbins
15. Work in the 21st Century
16. Google Scholar
17. JSTOR
18. ScienceDirect
19. ResearchGate
20. World Bank
21. OECD
22. McKinsey & Company
23. Harvard Business Review