

Course title: Health Culture in International Business

Studies: International Business

**Course description form (syllabus form)**

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	General academic					
Semester	V					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30	-	-	-	
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	Agnieszka Połaniecka PhD					
Course objectives						
The purpose of the course is to familiarize students with the issue of health as the highest value and to present the principles of the culture of health of health in business						
Prerequisites						
not applicable						
Student workload						
1. Class sessions (including assessment and examination) - 30 hours 2. Reading literature for classes - 20 hours 3. Preparing assignments - 20 hours 4. Assessment preparation - 28 hours 5. Consultations-2 hours  TOTAL: 100 hours (3 ECTS)						
Short description						
Culture in a holistic perspective. Health and ways of defining health. Health as a component of culture. Health as a value cultural - views of Talcott PARSONS. Culture, lifestyle and work and health. Mental and physical health status. Culture of health, stress and diet and quality of life. Work performance and health culture. Examples of application of health culture in a company. Construction						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>K1. Participants will know selected facts, objects and phenomenon of a health-promoting nature in a national and international perspective, constituting basic general knowledge in the social sciences and other scientific disciplines (IB1_W01)</p> <p>K2. Participants will know and understand the legal norms (including: copyright and industrial property protection) and principles (including: organizational, ethical, moral, financial) with their consequences, conditioning the structure and strategy of the functioning of social and economic institutions in the international aspect. (IB1_W05)</p> <p>K3. Participants will know and understand the legal and ethical conditions of business, attitudes and dilemmas of modern civilization and their consequences for the functioning of international business, as well as the principles and prerequisites for the creation, development of various forms of entrepreneurship in the national and international aspects. .( IB1_W06)</p> <p>SKILLS:</p> <p>S1. Participants will be able to plan and organize individual and team work, as well as discuss and cooperate in a team (including interdisciplinary in nature) in solving economic, financial and management problems in international terms, (IB1_U04).</p> <p>S2. Participants will be able to use theoretical and practical knowledge, including legal norms and ethical, moral, organizational and financial principles to effectively manage institutions and business entities operating in an international environment (IB1_U05).</p> <p>S3. Participants will be able to independently plan and implement their own lifelong learning, with pro-health principles and using the principles of proper communication. (IB1_U06).</p> <p>COMPETENCIES:</p> <p>C1. Participants will develop their social and interpersonal skills by evaluating their knowledge and received content in the field of international business, the need for continuous professional training and personal development, as well as to consult experts in case of difficulties in solving problems independently. (IB1_K01).</p> <p>C2.Participants will develop their social and interpersonal skills by readiness to think and act in anentrepreneurialmanner, as well as to work in operational, analytical and management positions of variouslevels in business units, institutions and organizationsoperating in aninternational environment. (IB1_K03).</p> <p>C3. Participants will develop their social and interpersonal skills by readiness to comply with legal, ethical and health standards in</p>						

his professional work, guided by social and environmental responsibility and caring for the common good, as well as the achievements and traditions of the profession using the principles of proper communication. (IB1_K04).
<b>Form of verification</b>
Credit with a grade - a presentation on an issue in the area of health.
<b>Detailed data</b>
<b>Type of course:</b> Lecture/ Practical session
<b>Bibliography</b>
<b>Basic literature:</b> <ol style="list-style-type: none"> <li>1. Gromadzka-Ostrowska J., Włodarek D., Toeplitz Z., Pro-health education, SGGW publishing house, Warsaw, 2003.</li> <li>2. Leowski J., Health policy and public health, Warsaw, CeDeWu, 2018.</li> <li>3. Nowicka E., The world of man - the world of culture. Systematic lecture of the problems of cultural anthropology. Warsaw 2000.</li> </ol> Supplementary literature: <b>Supplementary:</b> <ol style="list-style-type: none"> <li>1. Gniazdowski A., Health behavior. Published by the Institute of Occupational Medicine, Łódź 2006.</li> <li>2. Sygit, M., Public health, Warsaw, Wolters Kluwer Poland, 2017.</li> <li>3. Lichwa P., Under a protective umbrella-building a healthy company culture, Personnel and Management, No. 8, 2008.</li> </ol>
<b>Range of content</b>
<b>Lecture</b>  Culture in a holistic perspective. Health and ways of defining health. Health as a component of culture. Health as a source of social identity. Culture, lifestyle of the individual and health. Culture of health in medical anthropology, ethnomedicine and cross-cultural psychology.
<b>Practical session</b> Participation in culture and mental, physical and social health. The influence of culture on the occurrence of certain diseases and the uptake of treatment. Culture of health, stress and diet and quality of life in selected countries. Health culture as an element of organizational culture. Work performance and health culture. Examples of application of health culture in a company. Health culture and increasing labor productivity in the enterprise. Health culture - a way to live longer program design.
<b>Didactic methods</b>
<ol style="list-style-type: none"> <li>1. Multimedia presentation</li> <li>2. Problem lecture</li> <li>3. Discussion</li> </ol>
<b>Assessment methods and assessment criteria</b>
Presentation or written paper-an analysis of a selected problem in the field of health (IB1_W01, IB1_W05, IB1_W06, IB1_K01, IB1_K04, IB1_K06, (IB1_K01, (IB1_K03) evaluation on a point scale: 55%-60% - dst; - 61%-70% - dst plus; - 71%-80% - db; - 81%-94% - db plus; - 95%-100% - bdb. Observation of the student's work in class (IB1_W01, IB1_W05, IB1_W06, IB1_K04, IB1_K05, IB1_K01, (IB1_K04)