

# 1. Culture and Behaviour

Code.....

Course item:

## 1. INFORMATION ABOUT THE COURSE

### A. Basic information

Name of course	<b><i>Culture and Behaviour</i></b>
Study level	<i>Second stage</i>
Unit running the study programme	<i>Faculty of Management</i>
Study programme	<i>ERASMUS</i>
Speciality	<i>General Management</i>
Name of teacher (s) and his academic degree	<i>Vacant, back-up Dr. Trochowska ASW</i>
Introductory courses	<i>Not required</i>
Prerequisites	<i>Capability of reflective thinking.</i>

### B. Semester schedule of classes (block wise)

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
summer	12				18		5

### C. Course Outline

*Humans have been trying to understand, predict and control each other behaviors since the very beginning of mankind. A variety of sciences, such diverse as evolutionary biology, anthropology, sociology, human factors and ergonomics or systems engineering, among others, provide analytical frames and tools that enable it.*

*The Culture and Behavior course, covers the influence of socio-cultural and collective psychological factors on various levels of human behaviors, from cognitive to psychomotor domains. The perspective taken in investigating subject matter is human-system interaction in multicultural contexts.*

*To provide for the best results, the course is divided into four modules: 1. Theory and methods of analyzing cultural influence on behavior, 2. Culture and behavior on the individual level, 3. Cultural aspects of groups, institutions and systems in security and defense context and 4. Application, perspectives, controversies.*

*The course is based on hands-on approach, live interaction and blended learning that focus on integration of various perspectives on the issue with interdisciplinary expertise.*

### D. Course Aims

*The purpose of the course is to provide an innovative analytical frame of understanding and forecasting human behaviors, in particular in multicultural contexts. All the skills and knowledge acquired during the lectures, seminars and exercises within the subject have a wide, practical application to both research and professional activities of students, in a variety of disciplines.*

*The course is based on hands-on approach, live interaction and blended learning that focus on integration of various perspectives on the issue with interdisciplinary expertise. It focuses on*

practical skills and application of gained knowledge. Part of the course is performed through the Advanced Distributed Learning Labs Virtual Classrooms, field work and meetings with experts on the matter. The results of students research are integrated into an individual, final research project and passing of group activities.

## 2. EFFECTS OF EDUCATION (acc. to National Qualifications Framework)

Knowledge	<i>The influence of socio-cultural and collective psychological factors on various levels of human behaviors. Human-system interaction in multicultural contexts. Theory and methods of analyzing cultural influence on behavior. Culture and behavior on the individual level. Cultural aspects of groups, institutions and systems in multicultural context. Application, perspectives, controversies.</i>
Skills	<p>The aims of the course are as follows:</p> <p><b>A1:</b> <i>To present the state-of the art knowledge on factors that shape individual and collective human behaviors.</i></p> <p><b>A2:</b> <i>To provide the students with a variety of methods and tools from different disciplines to perform cross-cultural analysis of behaviors in various circumstances.</i></p> <p><b>A3:</b> <i>To present the state of knowledge on cultural influence on both individual and collective behaviors in multicultural realms.</i></p> <p><b>A4:</b> <i>To promote and train interdisciplinary research skills.</i></p> <p><b>A5:</b> <i>To train and develop creative problem-solving and critical thinking skills.</i></p> <p><b>A6:</b> <i>To provide the participants with a critical insight into the perspectives, ethics and controversies of the subject matter.</i></p>
Competences	<p>Upon the completion of the course, the student is able to:</p> <p><b>LO1:</b> <i>Understand the factors that shape human behaviors, in general and in multicultural contexts.</i></p> <p><b>LO2:</b> <i>Investigate cultural patterns and their influence on mind, body and behavior of individuals and groups.</i></p> <p><b>LO3:</b> <i>Choose properly from a variety of methods from different disciplines to perform cross-cultural analysis of behaviors in various circumstances.</i></p> <p><b>LO4:</b> <i>Apply cultural analysis to predict individual and group behaviors and potential issues of human-system interactions.</i></p> <p><b>LO5:</b> <i>Prepare creative problem-solving concepts and prognoses of the outcomes of national security cultures interactions.</i></p> <p><b>LO6:</b> <i>Explore practical and innovative applications of cross-cultural analysis of behaviors in security and defense contexts.</i></p>

## 3. TEACHING METHODS

<i>Multimedia lectures and exercises. Students own elaboration of analysis and conclusions. Reflection and analysis of own experiences.</i>
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## 4. ASSESSMENT TOOLS

FORMATIVE	TESTING
<b>F1.</b> <i>Own research work</i>	<b>P1.</b> <i>In-class activities</i>
<b>F2.</b> <i>Assessment of theoretical preparation</i>	<b>P2.</b> <i>Knowledge assessment during practical</i>

	<i>tasks, also at the ADL platform</i>
<b>F3. Assessment of practical skills</b>	<b>P3. Final project assessment</b>
<b>CREDITS</b>	
Evaluation in Bloom's Taxonomy K1–K5 in notes	<i>2.0-5.0</i>
Examination passing criterion	<i>min. 3.0</i>

## 5. CONTENT AND PROGRAMME

No.	Topics	Description of the contents	Form	Number of hours
1.	Theory and methods of analysing cultural influence on behaviour	<i>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)</i>	L, W	4 6
2.	Culture and behavior at the individual level	<i>Cross-cultural psychology, psychiatry and neuroanthropology (L). Cultural analysis in human-system interactions (Ex). Influencing human behavior. From motivation to manipulation. (L)</i>	L, W	4 2
3.	Cultural aspects of groups, institutions and systems in multicultural context	<i>Strategic culture and state behaviors (L). Cross-cultural crowd and group behavior psychology (Ex). Culture and the military: from Human Domain to PSYOPS (L)</i>	L, W	4 2
4.	Application, perspectives, controversies	<i>Issues, perspectives, controversies (Ex) 14. Culture and behavior in the cyber world (Ex) 13. Research results presentation (Ex). Summary of the course (Ex)</i>	L, W	0 8

## 6. READINGS

Basic readings	<ul style="list-style-type: none"> <li>• Matsumoto, David and Linda Yuang. Culture and Psychology. Wadsworth: New York, 2007.</li> <li>• Minkov, Michael. Cross-Cultural Analysis: The Science and Art of Comparing the World's Modern Societies and Their Cultures. Sage: London, 2013.</li> <li>• Salvendy, Gavriel. Handbook of Human Factors and Ergonomics. JW&amp;S: Hoboken, 2013.</li> <li>• Zastrov, Charles. Understanding Human Behavior and Social Environment. Brooks/Cole: Belmont, 2012</li> </ul>
Selected recommended readings	<ul style="list-style-type: none"> <li>• Aghop Der-Karabetian, Christopher T.H. Liang, Glenn C. Gams. Handbook of Multicultural Measures. Sage Publications Inc: Black Oaks, 2011</li> <li>• Barnard, Alan i Johnatan Spencer. Encyclopedia of Social and Cultural</li> </ul>

	<p>Anthropology. Routledge: London and New York, 2002</p> <ul style="list-style-type: none"><li>• Kim, Jiyul. Cultural Dimensions of Strategy and Policy. US Army War College: Carlisle, 2010</li><li>• Pinker, Stephen. The Blank Slate: The Modern Denial of Human Nature. Penguin Books: New York, 2003</li><li>• MIT Encyclopedia of cognitive sciences. MIT Press: Cambridge, 2001</li><li>• Sapolsky, Bob. Human Behavioral Biology. Stanford University Lecture Series, 2014. <a href="https://www.youtube.com/playlist?list=PL848F2368C90DDC3D">https://www.youtube.com/playlist?list=PL848F2368C90DDC3D</a></li></ul>
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