

Code

Course item:

1. INFORMATION ABOUT THE COURSE

A. Basic information

Name of course	Culture and Behaviour
Study level	first, second degree
Unit running the study programme	Faculty of Management
Study programme	Management
Speciality	
Name of teacher (s) and his academic degree	Bogdan Lent, professor
Introductory courses	None
Prerequisites	Capability of reflective thinking

B. Semester/week schedule of classes

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
fall, spring	12				18		3

C. Course Outline

Humans have been trying to understand, predict and control each other behaviours 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 Behaviour course, covers the influence of socio-cultural and collective psychological factors on various levels of human behaviours, 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 analysing cultural influence on behaviour, 2. Culture and behaviour on the individual level, 3. Cultural aspects of groups, institutions and systems in security and defence context and 4. Application, perspectives, controversies.

The course is based on hands-on approach, live interaction and blended learning that focus

D. Course Aims

The purpose of the course is to provide an innovative analytical frame of understanding and forecasting human behaviours, 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. *on integration of various perspectives on the issue with interdisciplinary expertise.* **EFFECTS OF EDUCATION** (acc. to National Qualifications Framework)

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

3. TEACHING METHODS

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

4. METHODS OF EXAMINATION

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

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
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6. 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: Cambride, 2001</p> <p>Sapolsky, Bob. Human Behavioral Biology. Stanford University Lecture Series, 2014.</p> <p>https://www.youtube.com/playlist?list=PL848F2368C90DDC3D</p>