

BA (Hons) Intercultural Communication and ...

Half Award Programme Specification

Section 1: Basic Data

Awarding institution/body	UWE
Teaching institution	UWE
Faculty responsible for programme	HLSS
Programme accredited by	N/A
Highest award title	BA (Hons) Intercultural Communication and ...
Default award title	BA Intercultural Communication and ...
Interim award title	Cert. HE (Intercultural Communication and ...) 120 credits Dip. HE (Intercultural Communication and ...) 240 credits
Modular Scheme title (if different)	N/A
UCAS code (or other coding system if relevant)	
Relevant QAA subject benchmarking group(s)	N/A
On-going/valid until* (*delete as appropriate/insert end date)	Ongoing
Valid from (insert date if appropriate)	September 2008

Authorised by **QSC**

Version Code

2

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 2: Educational aims of the programme

- To equip students with knowledge and understanding of the theories and concepts relating to intercultural communication
- To enable students to acquire intellectual knowledge relating to intercultural encounters
- To enable students to understand systems of behaviour and how they impact on intercultural encounters
- To equip students with the ability to apply an understanding of intercultural communication issues to a range of different disciplines and areas of human activity
- To equip students with a range of generic and subject-specific skills fitting them for further study and/or employment in professional environments.
- To develop generic cognitive skills – notably those of enquiry, analysis, synthesis, evaluation and coherent presentation – in articulate and self-directed graduates possessing a high degree of intellectual independence.
- To develop subject-specific practical skills, including: proficient information-gathering using a diverse range of research resources, traditional and electronic; ability to engage constructively with other cultures; ability to apply concepts from different disciplines and/or interdisciplinary approaches; lucid and critical presentation of data and ideas.
- To develop key transferable skills emphasising self-motivation and self-reliance, co-operative interpersonal relations, information management, analysis, communication and critique.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

A. Knowledge and understanding

Learning outcomes

Teaching, Learning and Assessment Strategies

A. Knowledge and understanding of:

1. the concept of culture and its relationship to the field of intercultural communication
2. the principal theories, concepts, typologies and terminology relating to intercultural communication
3. how culture influences world view, cognition, affect and social behaviour
4. how the communication process works, and how verbal and non-verbal messages are transmitted and received
5. the social, cultural and behavioural differences of people from a chosen variety of cultures

Teaching/learning methods and strategies

All modules will be delivered through a balanced mix of lectures and seminars, the latter becoming increasingly student-led as learners engage with specific aspects of the curriculum and begin to undertake research in private study time. Wherever possible and appropriate, audio-visual study aids and electronic information sources (especially the Internet) will be exploited to add extra dimensions to the learning experience over and above those provided by more traditional methods. Students will be encouraged to make use of these also in their seminar presentations. All modules will be integrated into UWE online.

Assessment

In the majority of modules, testing of the knowledge base is achieved through a balanced mix of written examinations, seminar presentations and (normally) written assignments.

B. Intellectual Skills

<p>B. Intellectual Skills</p> <ol style="list-style-type: none"> 1. The ability to extract and synthesise key information from spoken and written sources. 2. The ability to identify and solve problems. 3. The ability to engage in analytical and critical thinking and to present ideas within the structured framework of a reasoned argument. 4. The ability to select and apply appropriate methodologies and theories. 5. The ability to think independently. 	<p>Teaching/learning methods and strategies</p> <p><i>Intellectual skills are developed through formal and informal exercises including: note-taking and summary writing; seminar participation and presentations; textual analysis and commentary; essay planning and writing, both under controlled conditions and as coursework assignments.</i></p> <p>Assessment</p> <p><i>All of these intellectual skills are tested to varying degrees by each of the assessment types, namely written examinations, seminar presentations and written assignments.</i></p>
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C. Subject, Professional and Practical Skills

<p>C. Subject/Professional/Practical Skills</p> <ol style="list-style-type: none"> 1. A practical understanding of how to identify intercultural communication problems and attempt to solve them 2. An awareness of major debates in this subject area, relating to issues of tolerance, difference and the perception of diversity in and across cultures. 3. An understanding of the relationship between representation and interpretation and how photographic technology can help to determine this. 4. The ability to evaluate different methodologies and theories and apply them to empirical study. 	<p>Teaching/learning methods and strategies</p> <p><i>Lectures will introduce students to the main theories and concepts in use, and seminars will provide opportunities to deploy different methodologies appropriately. All students will be able to apply these concepts to their own culture, while most will be able to apply cross-cultural comparisons through knowledge and experience of other cultures. Effective performance in seminars and assessments will depend upon the acquisition of practical skills 1, 2 and 3.</i></p> <p>Assessment</p> <p><i>All skills will be assessed in all exercises, with skills 3 and 4 emphasised in written work and skills 1, 2 and 3 emphasised in seminar presentations.</i></p>
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D. Transferable Skills and other attributes

D Transferable skills and other attributes	Teaching/learning methods and strategies
<ol style="list-style-type: none"> 1. The ability to synthesise data and muster material effectively in order to present it clearly and coherently in written form 2. The ability to do likewise in the form of oral presentation 3. Effective note-taking, summarising and drafting skills 4. Research skills using a wide range of sources, and the ability to synthesise and present cogently the products of that research 5. The ability to work autonomously under pressure and to meet deadlines. 6. The ability to work co-operatively as a constructive team member 7. The ability to make competent use of a range of information and communications technology for gathering and managing information. 	<p><i>Skills 1, 2 and 7 will be acquired mostly by example through the lecturers' use and provision of study-support materials (printed, audio-visual, electronic), and their personal performance in lectures and seminars. Skills 3 and 4 will be developed through appropriate support from tutors and supervisors. Skill 5 will be fostered by the requirement to manage and progress coursework assignments and to submit them on time. Skill 6 will be developed through regular seminar exercises requiring teamwork on, for example, research tasks, joint seminar presentations, etc. Skill 7 will also be developed by the requirement to research assignments using Web-based and other electronic resources, to engage with UWE on-line and to submit all written coursework in word-processed format.</i></p> <p>Assessment</p> <p><i>Skills 1, 3 and 4 are explicitly tested in written assignments, both coursework and exams. Skill 2 is expressly assessed in seminar presentations. Skill 5 is implicitly assessed by the student's timely submission of coursework and completion of examination papers. Skills 6 and 7 are not formally assessed.</i></p>

Section 4: Programme structure

Use next page to provide a structural chart of the programme showing:

- Level and credit requirements
- Interim award requirements
- Module diet, including compulsory/core/optional modules

Summary of Modules Available for this Programme (new modules marked *) (revised modules marked**)

N.B. Module codes are strictly provisional.

Level

UPUQM7-30-1	Introduction to Intercultural Communication (RF)
UPNQ45-30-1	Language and Culture: a Learning Experience (CA)

Level 2

UPUQRK-30-2:	Investigating Everyday Culture and Identity (SB/JS)
UPUQQ5-30-2:	Globalisation and Business Culture (DK)
UPUQQ8-30-2	Comparative Cultures and their Stories (CA/KB)

Level 3

UPUQSP-30-3	Global Citizenship (M-AG)
UPPNGX-30-3	Global Ethics (CvdA)
UPLQ9L-30-3	Teaching English to Speakers of Other Languages [TESOL] (GM)
UPUQSN-30-3:	Intercultural Communication Project (RF)

ENTRY
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level 1	Compulsory modules <ul style="list-style-type: none"> • UPUQM7-30-1 [Introduction to Intercultural Communication] 	Optional modules	Interim Awards: <i>Cert.HE Intercultural Communication</i> <ul style="list-style-type: none"> • Credit requirements 120 (inc. 60 in other HA, min. 100 at level 1 or above) • Other requirements Pass in Core module
	Core modules <ul style="list-style-type: none"> • UPNQ45-30-1 [Language and Culture: a Learning Experience] 		
level 2	Compulsory modules <ul style="list-style-type: none"> • UPUQRK-30-2 [Investigating Everyday Culture and Identity] 	Optional modules <ul style="list-style-type: none"> • UPUQQ5-30-2 [Globalisation and Business Culture] • UPUQQ8-30-2 [Comparative Cultures and their Stories] 	Interim Awards: <i>Dip.HE Intercultural Communication and...</i> <ul style="list-style-type: none"> • Credit requirements 240 (inc. 120 in other HA, min.100 at level 2 or above, min.120 at level 1 or above) • Other requirements Pass in Core module
	Core modules NONE		
Year out	<i>Use this space to describe optional/compulsory year abroad/placement/clinical placement</i> Students combining this award with an award in French or Spanish will be encouraged to take an optional year abroad/placement in a French or Spanish-speaking country. See details of the appropriate language award		
level 3	Compulsory modules <ul style="list-style-type: none"> • UPUQSP-30-3 [Global citizenship] 	Optional modules Any two of: <ul style="list-style-type: none"> • UPPNGX-30-3 [Global Ethics] • UPLQ9L-30-3 [TESOL] • UPUQSN-30-3 [Intercultural Communication Project] 	Prerequisite requirements <ul style="list-style-type: none"> • Minimum credit / module requirements • Pre-requisites : None. • Other : None.
	Core modules <ul style="list-style-type: none"> • NONE 		

→ GRADUATION

Section 5: Entry requirements

Candidates must be able to satisfy the general admissions requirements of the University of the West of England with specific requirements as detailed below:

A & AS Levels - Normally Tariff Points within the range of 240-300

Advanced GNVQ – Level 3

Access Courses – Validated access course in appropriate subjects.

Baccalaureate – European with between 66% and 70%. International with between 24 and 28 points.

Section 6: Assessment Regulations

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| a) MAR | Yes |
| b) Approved MAR variant (insert variant) | |
| c) Non MAR | |

Section 7: Student learning: distinctive features and support

- *The experienced teaching team, all of whom have experience of living in other cultures, will be in a position to offer their own cross-cultural experiences to students and provide close tutorial support and supervision to other EU and international students*

Section 8 Reference points/benchmarks

- *UWE teaching and learning and assessment policies.*
- *UWE, Academic Registry: Approval of New Programmes and Award Routes: Guidance Notes to Programme Planners (2005/06)*
- *See also Part 3: Contextual information*

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.