



Module Specification

Developing Cross Cultural Practice

Version: 2026-27, v1.0, 29 Jul 2024

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Part 1: Information

Module title: Developing Cross Cultural Practice

Module code: UMST8Y-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This is practice-based learning module, with students engaging in an international team to experience working in a cross cultural team and develop an understanding of cross cultural theory and working in practice.

Features: Not applicable

Educational aims: The module allows students to gain a critical understanding of working in a cross-cultural environment and to develop their personal cultural

intelligence – This is achieved through a combination of the presentation of relevant cross-cultural theory combined with practical experience of working in a virtual global team with students from other universities around the world. Students will then critically analyse this experience and reflect on their learning. This will contribute to their personal and professional development and to longer term employability.

Outline syllabus: Part I: Conceptual foundations—where we present key ideas, concepts and debates about the subject

Part II: Themes in intercultural communication—where we present a selection of themes within the subject (can include: intercultural meetings and negotiations, ethical dilemmas in intercultural settings, virtual communication in an intercultural environment).

Part III: Working cross-culturally and in virtual global teams - where the theories and ideas are presented specific to overcoming the challenges of working in virtual global teams..

Part IV: This module provides students with the opportunity to work in an international team to complete a group project with students from other universities across the World. Working collaboratively on a significant international group project, students will develop their cross-cultural understanding, make international network connections and develop valuable skills for future employment in the global marketplace.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading

material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Scheduled learning :

This module will be taught through a combination of lectorials, seminars and workshops. Lectorials will provide the overall framework while seminars will provide the forum for discussion of issues touched upon in the lectorials. Workshops may involve students in supervised or independent hands-on experiential learning, e.g. through virtual teamworking, discussions, small group work, work in computer laboratories and online learning. External speakers may be used where appropriate. Students will be provided with an indicative bibliography to help them explore the background to the lectorials and prepare for tutorials and workshops.

Independent learning:

This will include hours engaged with essential reading, working towards the completion of the virtual team report and essay preparation. These sessions constitute an average time per level as indicated in the table below.

Contact Hours:

6 hours a week over a 12 week period consisting of a mixture of large group and small group learning activities

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a knowledge and critical understanding of key concepts of culture and intercultural communication.

MO2 Apply the underlying concepts and principles of culture and intercultural communication to critically analyse communication and the factors mediating it.

MO3 Critically evaluate cross-cultural working environments to develop understanding of different approaches to business and management practices.

MO4 Critically analyse the challenges of intercultural communication arising from cultural differences proposing solutions to problems that occur as a result of that analysis.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umst8y-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umst8y-30-2.html>

Part 4: Assessment

Assessment strategy: The module is assessed through the completion of two tasks both of which allow students to interact and enrich their learning within a global group of students.

A Report: Each student will work in a virtual team with students from other Universities around the world to write a report for a real business outlining a proposal to take the business into a new International Market. In doing so they will need to develop cross cultural working practices and develop an understanding of different cultures and reflect on their own cultural understanding This is worth 30% of the final mark.

An Essay: Students will also write an essay based a critical analysis of the knowledge of Cross Cultural Practices that they have developed on the module reviewing their interactions with the other members of their Virtual Team and outlining what they have learned about working with an International Team.

The assignment is worth 70% of the final mark.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:**Report (First Sit)**

Description: Group report - 7000-15000 words

Weighting: 30 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3

Written Assignment (First Sit)

Description: Essay - 2500 words

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Report (Resit)

Description: Group report - 7000-15000 words

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Written Assignment (Resit)

Description: Essay - 2500 words

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business {Foundation} [Frenchay] BA (Hons) 2024-25

International Business [Frenchay] BA (Hons) 2025-26