University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

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Part 1: Basic Data						
Module Title	Intercultural Communication					
Module Code	UMOD88-15-2		Level	2	Version	1
Owning Faculty	FBL		Field	Organisation Studies		
Contributes towards	BA (Hons) International Business					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type		
Pre-requisites	none		Co- requisites	none		
Excluded Combinations	none		Module Entry requirements			
Valid From	September 2013		Valid to			

CAP Approval Date	7 May 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • understand the concept of "culture" and its influence on language, values, social behaviour, world view and identity • understand the communication process, its channels (verbal and non-verbal) and its variable use across "cultures", including key socio-cultural influences in identity formation • be able to monitor own language production and behaviours and recognise and articulate "difference" in an objective and measured way • relate theory to practice in understanding how values, communication and behaviour can affect business practice across cultures • analyse and address problems that occur in the multicultural/international workplace as a result of "cultural" differences
Syllabus Outline	• Introduction to Intercultural Communication • Changing definitions of the term "culture" • Culture, language and communication in context (verbal and non-verbal) • Cultural influences on time and space • Cultural influences on social organisation • Cultural "dimensions" and regional influences

	• Culture and communication in international business • Similar or different? Barriers to intercultural communication: group/individual identity and behaviour • Case studies in Intercultural Communication
Contact Hours	3 hours over a 12 week period consisting of a mixture of large group and small group learning activities.
Teaching and Learning Methods	**Scheduled learning** This module will be taught through a combination of lectures, seminars and workshops.. Lectures will provide the overall framework while seminars will provide the forum for discussion of issues touched upon in the lectures. Workshops may involve students in supervised or independent hands-on experiential learning, e.g. through role-play, discussions, field-trips to culturally significant local locations, 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 lectures and prepare for tutorials and workshops. **Independent learning** This will include hours engaged with essential reading, working towards coursework assessment and examination preparation. These sessions constitute an average time per level as indicated in the table below.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

		Total assessment of the module:			
		Written exam assessment percentage		50%	
		Coursework assessment percentage		50%	
		Practical exam assessment percentage		0%	
				100%	

Reading Strategy	All students will be encouraged to make full use of print and electronic resources available to them through membership of the University. The module handbook and key texts will be available on blackboard. Further reading will be available in a range of electronic books (e.g. *ebooks*, *ebrary*), electronic journals (available through *Ebsco*, *Emerald*, *Sage* databases), multidisciplinary databases (e.g. *LexisNexis, FAME*) and a variety of resources available through websites and information gateways. The University Library's web pages provide access to subject-relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively
Indicative Reading List	The following is an indicative reading list for validation purposes. More current advice on reading is provided in the module handbook each year and in other more frequently updated sources. Barsoux, J.L., and Schneider, S. (2003). *Managing across Cultures*. Harlow: Pearson. Bjerke, B. (1999) *Business Leadership and Culture: national management styles in the global economy*, Aldershot: Edward Elgar. . Hall, E.T. (1959) *The Silent Language*. NY:Anchor. Holden, N.J. (2002). *Cross-cultural Management: a knowledge management perspective*. Harlow:Prentice Hall. Hall, E.T. (1959) *The Silent Language*. Anchor Doubleday. Jandt, F.E. (2009) *An introduction to Intercultural Communication*: (6th ed), Sage. Liu, S., Volcic Z., Gallois, C. (2011) *Introducing Intercultural Communication. Global Cultures and contexts.* London: SAGE. Martin, J. and Nakayama, T. (2013) *Intercultural Communication in contexts*. McGraw Hill. Neuliep, J.W. (2009) *Intercultural Communication: A contextual approach*. (4th ed). London: SAGE. Pillar, I. (2011) *Intercultural Communication: a critical introduction*. Edinburgh: Edinburgh University Press.

Part 3: Assessment

Assessment Strategy	**Assessment** In this module, students are required to investigate the ways in which socio-cultural concepts underpin who we are, how we see the world and how language use and communication strategies are, to some degree, determined. The theoretical concepts will be applied to the practice of international business communication, so that native and non-native students alike come to understand how choices in communication can directly affect business outcomes. The module aims to enhance personal development, understanding of similarity and difference, and directly improve workplace/placement and employability prospects for the students involved. Assessment will reflect work done during the module by a) Exam (controlled conditions) 50% b) Coursework 50% These assessments are aimed at demonstrating industry-facing, workplace writing and transferable skills. They are career and employability-oriented, in

	terms of analysis and application of the concepts of culture and communication to international business.

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	**A:** **50%**	**B**: **50%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1.2-hour Exam	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.Coursework 1500 words	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1.2-hour Exam	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Coursework 1500 words	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.