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	1.2
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	FBL		Field	Organisation Studies		
Department	BBS (B & M)		Module Type	Standard		
Contributes towards	BA (Hons) International Business					
Pre-requisites	none		Co- requisites	none		
Excluded Combinations	none		Module Entry requirements	na		
First CAP Approval Date	December 2011 (QMAC)		Valid from	September 2011		
Revision CAP Approval Date	2 February 2016		Revised with effect from	September 2016		

Review Date	September 2017

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • recognise different meanings ascribed to the concept of culture, and explain how cultures are generally studied; (Comp A &B) • describe key concepts in intercultural communication, and use them to analyse communication (verbal and non-verbal) and the factors mediating it (e.g., stereotypes and prejudices); (Comp A & B) • analyse and address problems that occur in the intercultural/international workplace as a result of cultural differences; (Comp A & B) • reflect on the challenges of intercultural communication in relation to their career. (Comp A & B)
Syllabus Outline	• Part I: Conceptual foundations—where we present key ideas, concepts and debates about the subject (include: debates about the nature of culture and the way to study it; verbal and non-verbal aspects of intercultural communication, such as proxemics, chronemics, haptics, kinesics and vocalics; the effects of prejudices, stereotypes and ethnocentrism). • 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: Intercultural communication and international careers—where we look at the interplay between international careers and 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	25%	
	Coursework assessment percentage	75%	
	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** The module is assessed by a 2 hour exam, and a portfolio of activities which enable student to demonstrate their engagement with a variety of topics and material. Preparing the coursework and revising for the exam enable students to consolidate and develop the learning done through individual preparation, and during lecture and tutorial sessions. It brings students to develop their knowledge of the field of intercultural communication and of its key ideas, concepts and debates; and it enables students to develop skills in regard to writing, analysis, argumentation and synthesis. In addition to developing those professional skills, preparing the assignment contributes to their employability by making them more sensitive to the importance of appropriate communication, and more knowledgeable about the way intercultural communication can affect international careers. The exam is worth 25% of the final mark, and the portfolio, 75%.

Identify final assessment component and element	Component A	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**25%**	**75%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Learning portfolio	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Learning portfolio	100%
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.	