



Module Specification

Intercultural Communication

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Part 1: Information

Module title: Intercultural Communication

Module code: UMOD88-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Organisation Studies

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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.

Part 3: Teaching and learning methods

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.

Contact Hours:

3 hours 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 Recognise different meanings ascribed to the concept of culture, and explain how cultures are generally studied.

MO2 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).

MO3 Analyse and address problems that occur in the intercultural/international workplace as a result of cultural differences.

MO4 Reflect on the challenges of intercultural communication in relation to their career.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umod88-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umod88-15-2.html>

Part 4: Assessment

Assessment strategy: The module is assessed by a portfolio of activities which enable student to demonstrate their engagement with a variety of topics and material. Preparing the coursework enables 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 whose 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 portfolio is worth 100%.

Assessment components:

Portfolio (First Sit)

Description: Learning portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Learning portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business {Dual} [Taylors] BA (Hons) 2022-23

International Business [Frenchay] BA (Hons) 2022-23

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22