

MODULE DESCRIPTOR

MODULE TITLE	Intercultural Communication for Professional Purposes				
MODULE CODE	EB3106 (L6)	HECOS CODE	101109 100080	CREDIT VALUE	40 credits
DATE OF APPROVAL	March 2023			VERSION NUMBER	1
SCHOOL	Psychology & Humanities		PARTNER INSTITUTION	SUIBE, SCOPE City University HK	

RELATIONSHIP WITH OTHER MODULES

Co-requisites		Pre-requisites		Excluded Combinations	
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MODULE AIMS

<ul style="list-style-type: none"> To develop a high degree of competence and critical understanding to appropriately manage intercultural interactions and communicate effectively in various international settings. To build a portfolio of intercultural and professional communication competencies for social and professional purposes. To gain a critical understanding of contemporary intercultural and professional communication theories and practices. To explore the notions of identity and culture in relation to professional environments.

MODULE CONTENT

<p>We are increasingly working, studying, and living alongside people from different countries and cultural backgrounds. The professional workplace is continuously evolving and responding to new ways of thinking and working, so whether in a social or professional setting, an understanding of how to communicate and interact with diverse groups will better prepare students to meet the challenges of the rapidly changing global landscape.</p> <p>This module is strongly underpinned by intercultural and professional communication theories, research, and practice. Students will develop the knowledge and skills to be applied effectively in various contexts. Students will engage in real-world communication activities and simulations, typically found in social and professional international settings. This will facilitate the acquisition of a wide skillset of critical and practical competencies in response to the changing world around them.</p>

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Demonstrate a proficient level of English to be applied appropriately in a variety of social and professional contexts.
2.	Establish a critical understanding of contemporary intercultural and professional communication theories and practices.
3.	Apply a systematic, reflective, and critical approach to analysing and solving problems in the workplace.

ASSESSMENT METHODS

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Conducted within central examination period	Learning Outcomes being assessed
1	Written	70%	3000 words	Coursework	N	1-3
1	Oral Interactive	30%	15 minutes	Practical assessment	N	1-3

MODULE PASS REQUIREMENTS

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

APPENDIX

MODULE CODE: EB3106 (L6)

MODULE TITLE: INTERCULTURAL COMMUNICATION FOR PROFESSIONAL PURPOSES

LOCATION OF STUDY: UNIVERSITY MAIN CAMPUS (PRESTON), SUIBE, SCOPE, CITY UNIVERSITY HK

MODULE TUTOR(S)	Paul Knowles
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MODULE DELIVERY - DURATION		Semester 1		Semester 2		Semester 3	
		Semester 1 & 2	X	Semester 2 & 3			
		Semester 1, 2, & 3					
	Other (please indicate pattern of delivery)						

MODULE LEARNING PLAN

LEARNING, TEACHING AND ASSESSMENT STRATEGY	
<p>In keeping with modern trends in international communication, the module will work to synthesize current research in culture, identity, intercultural and professional communication. A key element of the learning, teaching and assessment strategy will focus on students being able to extend and apply their communication skills to a range of in-class professional, real-world simulations. Students will gain an understanding of how to mediate effectively between an increasingly culturally diverse workforce.</p> <p>Student learning and support is facilitated by regular face-to-face and online communication engagement throughout the module.</p> <p>Students will be expected to undertake a significant amount of self-study and collaborate in teams for follow-up tasks and assessment preparation.</p> <p>The assessment of the module is designed to test the Learning Outcomes highlighted above.</p>	
SCHEDULED LEARNING AND TEACHING ACTIVITY	
<p>Scheduled learning and teaching will take the form of a series of lectures and seminars. Activities in these sessions will involve the students engaging in individual, group and pair work, using face-to-face or computer-aided modes of communication.</p> <p>Tasks throughout are intended to enhance written and oral communication skills to meet professional industry standards thereby enhancing employability.</p> <p>Delivery will include a 1-hour lecture and a 2-hour seminar each week over 2 semesters (24 weeks).</p>	
TOTAL SCHEDULED LEARNING HOURS	72
GUIDED INDEPENDENT STUDY	
<p>As well as the above direct contact hours, students will be expected to engage in independent learning activities throughout the duration of the module. These activities support those undertaken during the module's scheduled learning hours and allow the students to further develop both area-specific and other employability skills.</p> <p>Students will be involved in:</p>	

- Class preparation
- Self-directed learning
- E-learning assessments using online platforms
- Individual and group-work activities
- Time management and planning (scheduling and managing tasks and time; working to a brief and setting goals and objectives - problem solving)

TOTAL GUIDED INDEPENDENT STUDY HOURS	328
PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING	
TOTAL PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING HOURS	
TOTAL STUDENT LEARNING HOURS	400

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

The bibliography for this module is available via the on-line reading list – click on the link below:
www.uclan.ac.uk/readinglists