Course Title: Intercultural Communication

Course Code: C CC U 4 0 3 9
QF Level: 4
Contact Hours: 39 Hours

Aims and Objective

The course aims to enhance students’ communication skills so that they can have the confidence to communicate constructively with people under a variety of circumstances. Through practical coursework, students acquire the basic understanding of how communication works and how differences between individuals and groups in terms of history, economic backgrounds, ethical values and aesthetic judgments can stand in the way of effective communication. Students are guided to enhance communication competence through a better understanding of one’s own biases, as well as issues related to culture, behavior and judgments. With the approaches they learn in the course, students are encouraged to communicate with individuals and groups who they are reluctant to approach and reflect on their experiences so as to gain insights into what effective communication requires.

Intended Learning Outcomes of the Course

On completion of the course, students should be able to:

- ILO1. elaborate the essential elements of intercultural communication competence;
- ILO2. explain how verbal and non-verbal communication can vary across cultures;
- ILO3. illustrate how the differences in cultural patterns can affect communication effectiveness;
- ILO4. Identify and address the challenges and issues in intercultural communication.

Syllabus

1. The Imperatives for Effective Communication
2. Communication, Culture, and Cultural Differences
3. Communication Competence: B.A.S.I.C. skills
4. Cultural Patterns and Communication: Foundations and Taxonomies
5. Identity, Biases, and Communication in Context
6. Verbal Communication
7. Nonverbal Communication
8. Intercultural Competence in Interpersonal Relationships

Assessment

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<tr>
<th>Type of Assessment (Weighting)</th>
<th>Description</th>
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<tr>
<td>Continuous Assessment (100%)</td>
<td>Participation (20%)</td>
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<td>Quiz (25%)</td>
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<td>Group Presentation (25%)</td>
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<td>Individual Review on Group Project (5%)</td>
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<td>Individual Learning Journal (25%)</td>
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Pre-requisite(s)

Nil

Required and Recommended Reading

Textbook


References


17.07.2019