Course Name (English)	INTERCULTURAL COMMUNICATION APPROVED
Course Code	EIC451

MQF Credit	4

Course Description	This course is designed to create awareness of the important role culture plays in intercultural communication. The course is also aimed at highlighting the cultural dimensions in and the barriers to communication across cultures.

Transferable Skills	Written Communication,Verbal Communication, Research and Analytical Skills, Teamwork, Personal Development

Teaching Methodologies	Lectures, Blended Learning, Web Based Learning, Problem Based Learning (PBL), Discussion, Presentation, Small Group Sessions , Self-directed Learning, Project-based Learning

CLO		
	CLO1	Apply fundamental knowledge related to the role of culture and language in intercultural communication
	CLO2	Display effective communication skills on issues of cultural dimensions in intercultural communication
	CLO3	Analyse barriers and differences in intercultural communication.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Intercultural Communication
1.1) Importance of intercultural communication
1.2) The role of culture in intercultural communication
1.3) The importance of language in intercultural communication
1.4) The role of language in intercultural communication
1.5) Models of Intercultural Communication
2. Cultural dimensions in Intercultural communication
2.1) Non-verbal communication
2.2) Communication style
2.3) Concept of time
2.4) Perception of cultural space
2.5) Sensitivity to power distance (Hofstede)
2.6) Individualism and Particularism
2.7) Uncertainty avoidance (Hofstede)
2.8) Male and Female (Hofstede)
2.9) Nature and Environment
3. Barriers in Intercultural Communication
3.1) Attitudes
3.2) Perception
3.3) Stereotypes
3.4) Interpretation
3.5) Culture shock
4. Managing differences in Intercultural communication
4.1) Cultural learning
4.2) Managing diversity
4.3) Language proficiency

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group project	40%	CLO3
	Presentation	Pair Pre. and Written	30%	CLO2
	Test	Test 1	30%	CLO1

Reading List	Recommended Text	• **Neuliep, J.W. 2018, *Intercultural Communication : A Contextual Approach*, 7th Ed., Sage Thousand Oaks**
	Reference Book Resources	• **Jandt F.E. 2018, *An Introduction to Intercultural Communication*, 9th Ed., Sage Thousand Oaks**
		• **Martin J and Nakayama ,T. 2013, *Intercultural Communication in Contexts*, 6th Ed., McGraw Hill New York**
		• **Samova, L.A. and Porter, R. E. 2013, *Communication between Cultures*, 8th. Ed., Thomson Wadsworth Boston**
		• **Samova L.A. 2015, *Intercultural Communication: A reader*, 14th. Ed., Cengage Learning**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	