



UNIVERSITI TEKNOLOGI MARA

EPC510: CROSS CULTURAL INTERACTION

Course Name (English)	CROSS CULTURAL INTERACTION APPROVED
Course Code	EPC510
MQF Credit	4
Course Description	This course deals with the value of communicating across cultures, and the relationship between culture and patterns of interaction. It will consider the reality of diversity in cultural interaction; the importance of awareness and sensitivity to the differences in cultural practices in communication and what is offensive or acceptable within a culture. Students will learn different ways cultures think, communicate and behave and will become more aware of their own cultural perspectives. Sociolinguistic aspects of cross cultural communication, particularly in workplace contexts, will be a major consideration in this course.
Transferable Skills	-Demonstrate ability to communicate clearly and confidently, and listen critically.(Effective Communicator) -Demonstrate ability to socialize with people from different walks of life. (Responsive) -Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges. (Adaptable) -Demonstrate enthusiasm, leadership and the ability to positively influence others. (Confident) -Demonstrate ability to investigate problems and provide effective solutions. (Systematically Inquisitive)
Teaching Methodologies	Lectures, Reading Activity, Discussion, Presentation, Small Group Sessions , Self-directed Learning, Directed Self-learning
CLO	CLO1 Apply the knowledge related to formation and expression of world views. CLO2 Describe personal attitude towards diverse cultures CLO3 Demonstrate the differences in communication approaches according to the culture of intended audience.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction of cross cultural interaction 1.1) Definition of terms in cross cultural communication and concepts in cross-cultural interactions. 1.2) Observable and unobservable aspects of culture 1.3) Factors influencing cultural identity and values 1.4) Cultural dimensions	
2. Issues in cross cultural 2.1) Cross cultural interaction: 2.2) stereotyping and prejudice 2.3) racism and ethnocentrism 2.4) Cross cultural awareness and understanding 2.5) Perception of cross cultural differences 2.6) Awareness of similar values across cultures	
3. Cultural dimensions 3.1) Cultural dimensions across the globe 3.2) Professional application of cross cultural knowledge 3.3) Communication approaches across the globe	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Written narration & Oral presentation-pair work. These assignments require the students to distinguish the similarities and differences between one's culture and those of others which may include engagement with other cultures (to support MQF V2.0 LOD 3- Practical Skills).	30%	CLO2
	Assignment	Written response to an opinion article. The assignment requires application of knowledge (to support MQF V2.0 LOD 1-Knowledge) and understanding of the cultural influence on worldviews .	30%	CLO1
	Assignment	Presentation of two culturally distinguishable communication approaches. Demonstration of effective communication and collaboration skills to support MQF V2.0 LOD 5-Communication Skills.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Samovar, L. A., Porter, R. E., McDaniel, E. R. & Sexton Roy, C. 2013, <i>Communication between Cultures</i>, 8th ed. Ed., 10, Wadsworth/Cengage Learning. Boston, MA [ISBN: 978-111134910]
	Reference Book Resources	<ul style="list-style-type: none"> Myron W. Lustig, Jolene Koester 2010, <i>Intercultural Competence</i>, 6th Edition Ed., All, Pearson College Division [ISBN: 0-205-59575-8] Yuma, Iannotti, Tomes (Editor) 2013, <i>Cross-cultural Interaction and Understanding: Theory, Practice and Reality</i> Gert, Jan Hofstede, Paul B. Pedersen, Geert Hofstede 2002, <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Maine, USA Gibson, R. 2002, <i>Intercultural Business Communication</i>, 1st ed. Ed., Oxford University Press Oxford [ISBN: 978-3-8109-31] Beamer, L. & Varner, V. 2004, <i>Intercultural Communication in the Global Marketplace</i>, 4th Edition Ed., McGraw- Hill/Irwin New York Shiraev, Eric, B. 2012, <i>Cross-cultural Psychology: Critical Thinking and Contemporary Applications</i>, 5th Edition Ed. Livermore, David 2011, <i>The Cultural Differences: Master the One Skill You Can't Do Without in Today's Global Economy</i>, AMACOM Broadway, New York Soon Ang & Linn Van Dyne (Editors) 2009, <i>Handbook of Cultural Intelligence: Theory Measurement and Applications</i>, Routledge Earley, P. Christopher & Soon Ang 2003, <i>Cultural Intelligence: Individual Interactions Across Cultures</i>, 1st Edition Ed., Stanford Business Books Livermore, David 2009, <i>Leading with Cultural Intelligence: the New Secret to Success</i>, 1st Edition Ed., AMACOM
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> Website Elsevier Ltd 2014, <i>International Journal of Intercultural Relations</i>, Elsevier Ltd 	