UNIVERSITI TEKNOLOGI MARA
EIC403: INTERCULTURAL COMMUNICATION

Course Name (English)	INTERCULTURAL COMMUNICATION APPROVED
Course Code	EIC403

MQF Credit	4

Course Description	This course is designed to create awareness of the important role culture and language plays in intercultural communication. The course is also aimed at highlighting the cultural dimensions and the barriers to communication across cultures. Therefore, this course will equip students with this knowledge to be able to interact effectively in multicultural English -speaking contexts.

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

Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation, Self-directed Learning, Role Play

CLO		
	CLO1	Apply fundamental knowledge to describe the role of culture, the role of language and models of intercultural communication.
	CLO2	Display effective communication skills on issues of cultural dimensions in intercultural communication.
	CLO3	Demonstrate collaborative teamwork by providing practical solutions to issues by analysing barriers and differences in intercultural communication.

Pre-Requisite Courses	No course recommendations

Topics
1. 1.0 Introduction to Intercultural Communication 1.1) 1.1 Importance of intercultural communication 1.2) 1.2 The role of culture in intercultural communication 1.3) 1.3 The importance of language in intercultural communication 1.4) 1.4 The role of language in intercultural communication
2. 2.0 Cultural Dimensions in Intercultural Communication 2.1) 2.1 Time and Cultural space (Halls) 2.2) 2.2 Individualism/Collectivism (Hofstede) 2.3) 2.3 Uncertainty Avoidance (Hofstede) 2.4) 2.4 Power distance (Hofstede) 2.5) 2.5 Masculinity and Femininity (Hofstede) 2.6) 2.6 High context and Low context (Halls) 2.7) 2.7 Indulgence and Resistance (Hofstede) 2.8) 2.8 Nature and the Environment 2.9) 2.9 The Verbal Code/ The Non-Verbal Code
3. 3.0 Barriers to Intercultural Communication 3.1) 3.1 Attitudes 3.2) 3.2 Perception 3.3) 3.3 Stereotypes 3.4) 3.4 Interpretation 3.5) 3.5 Culture Shock
4. 4.0 Managing differences in Intercultural Communication 4.1) 4.1 Cultural learning 4.2) 4.2 Diversity 4.3) 4.3 Language Proficiency

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	A group project consists of 3-4 members where they need to report on their findings based on interviewing 2 respondents on barriers of intercultural communication and the solution to the barriers.	40%	CLO3
	Presentation	A pair presentation where the students need to present their findings on cultural dimensions.	30%	CLO2
	Test	Students are to sit for a test where they need to answer all three questions.	30%	CLO1

Reading List	Recommended Text	• Neuliep, J.W. 2018, *Intercultural Communication: A Contextual Approach*, 7th Ed., Sage
	Reference Book Resources	• Jandt F.E. 2018, *An Introduction to Intercultural Communication*, 9th. Ed., Sage
		• Martin, J and Nakayama 2018, *Intercultural Communication in Contexts*, 7th. Ed., McGraw Hill
		• Samova, L.A. and Porter, R.E. 2018, *Communication between Cultures*, 9th. Ed., Thomson Wadsworth
		• 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	