



UNIVERSITI TEKNOLOGI MARA

EIC452: CULTURAL PERSPECTIVES IN MALAYSIA

Course Name (English)	CULTURAL PERSPECTIVES IN MALAYSIA APPROVED
Course Code	EIC452
MQF Credit	4
Course Description	This course seeks to develop students' awareness of cultural practices of different cultural groups in Malaysia. The students are also presented with issues and challenges of maintaining positive intercultural relationships. The course also explores how English is used in intercultural communication, and equips students with English language skills to enhance intercultural relationships among the different ethnic groups in Malaysia.
Transferable Skills	Team Work Research and Analytical Skills Written Communication Verbal Communication Personal Development
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Case Study, Simulation Activity, Discussion, Presentation, Self-directed Learning, Directed Self-learning, Computer Aided Learning, Role Play, Supervision
CLO	CLO1 Display advanced linguistic skills in the production of an e-Portfolio of the multicultural perspectives in Malaysia CLO2 Display intercultural communication strategies to enhance intercultural relationships in Malaysia CLO3 Analyse the different cultural perspectives in Malaysia
Pre-Requisite Courses	No course recommendations
Topics	
1. Culture and Elements of Culture 1.1) N/A	
2. Cultural Identity, Values and Perceptions 2.1) N/A	
3. Cultural Practices in Malaysia 3.1) N/A	
4. Contact Between Cultures 4.1) N/A	
5. Comparative Cultural Patterns 5.1) N/A	
6. Cross-Cultural Interaction 6.1) N/A	
7. Issues and Challenges of Intercultural Relationship in Malaysia 7.1) N/A	
8. Avoiding and Managing Conflicts in Intercultural Communication 8.1) N/A	
9. Language Strategies in Avoiding and Managing Conflicts 9.1) N/A	
10. Intercultural Communication Competence 10.1) N/A	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to collect information on the cultural dimensions of a particular community in Malaysia and analyze cultural perspectives of the community. They need to prepare a written report to document their findings as well as present orally to support the attribute of communication skills in MQF 5 LOD. Written Report (30%) Presentation 1 (10%)	40%	CLO3
	Final Project	Students are required to watch short movies/movie/drama to collect information on language strategies used to enhance intercultural relationships. The students need to prepare a project paper to document their findings and analysis, as well as an oral presentation of their work to emphasize the attribute of problem solving in MQF 6 LOD. Assignment - Group Project Paper (30%) Presentation 2 (10%)	40%	CLO2
	Portfolio/Log Book	Students are required to collect information on the different cultural perspectives in Malaysia and the different strategies used to enhance intercultural relationships. They need to compile them into an ePortfolio to emphasize the attribute of practical skills in MQF 2 LOD.	20%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Abbot, L. 2016, <i>History and culture in Malaysia: Government, politics and economy, people and tradition, tourism.</i>, Sonit Education Academy. Abidjan • Nair-Venugopal, S. 2016, <i>The discourse of ethics and equity in intercultural communication</i>, Routledge London • Abu Talib Ahmad 2015, <i>Museums, history and culture in Malaysia</i>, NUS Press Singapore • Andaya, B. W. & Andaya, L. Y. 2015, <i>A history of Malaysia</i>, Palgrave London • Croucher, S. M. 2017, <i>Global Perspectives on intercultural communication</i>, Routledge New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	