UNIVERSITI TEKNOLOGI MARA
EIC502: INTRODUCTION TO WORLD CULTURES

Course Name (English)	INTRODUCTION TO WORLD CULTURES `APPROVED`
Course Code	EIC502

MQF Credit	4

Course Description	In this era of increased globalization, characterized by unprecedented levels of interconnection between people across the world, it is necessary for students to think of themselves as global citizens. Within this backdrop, this course is aimed at training students to acquire an understanding about the similarities and differences in the cultural landscapes of the world. The focus of this course is to enhance global cultural literacy while students are introduced to the people, cultures, customs, belief systems and issues of the diverse world in which we live. This course will help students develop cultural awareness, concerns, values and responsibilities which extend beyond their own immediate surroundings to encompass the entire globe. Also, by introducing students to intercultural interactions in the Eastern, Western and African cultures, the course aims to equip them with skills to communicate confidently and effectively in English with people from different countries. Students are guided to use contemporary methods including social media and site visits to conduct research on world cultures and cultural issues. To endorse global citizenship, students will be encouraged to promote world cultural mindfulness among peers by carrying out cultural events and setting up online discussion platforms.

Transferable Skills	•Demonstrate cultural literacy by being able to compare the similarities and differences between cultures in the world. •Demonstrate cultural awareness by showing the ability to work with people from diverse cultures. •Demonstrate global citizenship by being able to communicate confidently and effectively in English with people from different countries. •Demonstrate world cultural mindfulness by showing appreciation for diverse cultures.

Teaching Methodologies	Lectures, Field Trip, Web Based Learning, Discussion, Presentation, Small Group Sessions , Self-directed Learning, Peer Practice, Collaborative Learning, Project-based Learning

CLO		
	CLO1	Apply fundamental knowledge of world cultures to showcase global cultural literacy.
	CLO2	Demonstrate social responsibility and respect towards different cultures by initiating cultural events to celebrate global cultural identities.
	CLO3	Create a cultural platform which illustrates cultural issues and features to showcase intercultural communicative competence.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to World Geography and Cultures 1.1) • Elements of Cultures 1.2) • Cultures and Identities 1.3) • Properties of Cultural Identity 1.4) • Population and Culture
2. Cultural Competence 2.1) • Cultural Knowledge 2.2) • Cultural Skills 2.3) • Cultural Metacognition 2.4) • Cultural Misconceptions 2.5) • Embracing Cultural Diversity in the Workplace

3. Asian Cultures 3.1) • Introducing the Realm 3.2) • People and the Customs 3.3) • Religion and Belief Systems 3.4) • Geography and Resources 3.5) • Relevance of Asian Culture to the World
4. European Cultures 4.1) • Introducing the Realm 4.2) • People and the Customs 4.3) • Religion and Belief Systems 4.4) • Geography and Resources 4.5) • Relevance of European Culture to the World
5. Consolidation of Block 1 (Poster Presentation) 5.1) Promoting Asian and European Cultural literacy
6. North American Cultures 6.1) • Introducing the Realm 6.2) • People and the Customs 6.3) • Religion and Belief Systems 6.4) • Geography and Resources 6.5) • Relevance of European Culture to the World
7. South American Cultures 7.1) • Introducing the Realm 7.2) • People and the Customs 7.3) • Religion and Belief Systems 7.4) • Geography and Resources 7.5) • Relevance of European Culture to the World
8. Australian and New Zealand Cultures 8.1) • Introducing the Realm 8.2) • People and the Customs 8.3) • Religion and Belief Systems 8.4) • Geography and Resources 8.5) • Relevance of Australian and New Zealand Cultures to the World
9. Consolidation of Block 2(Cultural Event) 9.1) • Write a blog to promote event 9.2) • Initiating cultural event to celebrate cultural identities
10. African Cultures 10.1) • Introducing the Realm 10.2) • People and the Customs 10.3) • Religion and Belief Systems 10.4) • Geography and Resources 10.5) • Relevance of African Cultures to the World
11. Middle Eastern Cultures 11.1) • Introducing the Realm 11.2) • People and the Customs 11.3) • Religion and Belief Systems 11.4) • Geography and Resources
12. Globalization and Global Citizenship 12.1) • Globalization and Culture 12.2) • Understanding the concept of Globalization and Global Citizenship 12.3) • Globalization and The Environment 12.4) • Globalization and Technology 12.5) • Globalization and Women
13. Global Cultural Issues 13.1) • Diversity Issues 13.2) • Religious Issues 13.3) • Language and Communication Styles 13.4) • Cultural Stereotyping and Prejudice
14. Consolidation of Block 3 (Publishing a Digital Magazine) 14.1) • Design and publish a digital magazine 14.2) • Write an article featuring a cultural issue

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Digital Cultural Magazine	40%	CLO3
	Group Project	Cultural Event	40%	CLO2
	Presentation	e-Poster Presentation	20%	CLO1

Reading List	Recommended Text	Larry A. Samovar,Richard E. Porter,Edwin R. McDaniel,Carolyn Sexton Roy 2016, *Communication Between Cultures*, 9th Edition. Ed., Cengage Learning [ISBN: 9781285444628]
	Reference Book Resources	Milson, Andrew J. 2013, *National Geographic World Cultures and Geography: Eastern Hemisphere. , Cengage Learning*, National Geographic Learning
		Milson, Andrew J 2013, *National Geographic World Cultures and Geography: Western Hemisphere*, 3rd Ed., National Geographic Learning [ISBN: 9781305967212]
		Iftikhar Ahmad, Brodsky, H., Crofts, M.S. & Ellis, E.G. 2004, *World Cultures: A Global Mosaic.*, Prentice Hall New Jersey
		Kottar, C.P. 2011, *Cultural Anthropology: Appreciating Cultural Diversity.*, McGraw -Hill New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	