

1	Course Name:	Intercultural Awareness and Cultural Diversity										Version Number:	VE1																																																																																																																																																																																																									
	Course Code:	ERA002-3-1										Effective Date:	01 Jan 2023																																																																																																																																																																																																									
	Course Classification:	Elective (Core)																																																																																																																																																																																																																				
2	Synopsis:	This module describes concepts and theories related to culture including language, diversity, and identity in cross-cultural communication settings through investigating various cultural practices and values for intercultural competence and an appreciation of cultural diversity.																																																																																																																																																																																																																				
3	Name(s) of Academic Staff:	1	Assoc Prof Dr Jason Turner																																																																																																																																																																																																																			
		2	Assoc Prof Wong Bee Suan																																																																																																																																																																																																																			
		3	Prof Dr Andy Seddon																																																																																																																																																																																																																			
4	Semester and Year offered:	See Programme Specification (Module may be delivered on multiple programmes and therefore in different years/semesters)																																																																																																																																																																																																																				
5	Credit Value:	3																																																																																																																																																																																																																				
6	Pre-requisite/ co-requisite (if any):	None																																																																																																																																																																																																																				
7	Course Learning Outcomes (CLO)	<table border="1"> <tr> <td>CLO1</td> <td>Describe the context and importance of culture in global society (C2, PLO1)</td> </tr> <tr> <td>CLO2</td> <td>Identify the relationship between culture and communication using appropriate methods and approaches (A4, PLO4)</td> </tr> <tr> <td>CLO3</td> <td>Explain the importance of cultural diversity and intercultural communication from a personal perspective (A3, PLO5)</td> </tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </table>												CLO1	Describe the context and importance of culture in global society (C2, PLO1)	CLO2	Identify the relationship between culture and communication using appropriate methods and approaches (A4, PLO4)	CLO3	Explain the importance of cultural diversity and intercultural communication from a personal perspective (A3, PLO5)																																																																																																																																																																																																			
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9	Transferable Skills (if applicable)	<p>(Skills learned in the course of study which can be useful and utilized in other settings)</p> <table border="1"> <tr> <td>1</td> <td>Interpersonal skills</td> </tr> <tr> <td>2</td> <td>Communication Skills</td> </tr> <tr> <td>3</td> <td></td> </tr> <tr> <td colspan="2">Open-ended response (if any)</td> </tr> <tr> <td>4</td> <td></td> </tr> </table>												1	Interpersonal skills	2	Communication Skills	3		Open-ended response (if any)		4																																																																																																																																																																																																
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10	Distribution of Student Learning Time (SLT)	Note: This SLT calculation is designed for home grown programme only.																																																																																																																																																																																																																				

Course Content Outline and Subtopics			CLO*	Learning and Teaching Activities**										Total SLT
				Face-to-Face (F2F)								NF2F Independent Learning (Asynchronous)		
				Physical				Online/ Technology- mediated (Synchronous)						
L	T	P	O	L	T	P	O							
1	Introduction to Intercultural Awareness and Cultural Diversity		1					1						
2	What is culture? Concepts of culture. Approaches in defining		1					1						
3	Dimensions of culture - cultural distances between countries: identity, power, gender, uncertainty, time and gratification of		1					1						
4	Cultural taxonomies. A critical approach to cultural taxonomies		1					1						
5	World Values Survey		1					2						
6	Understanding Ethnic and cultural diversity - multicultural citizenship and ethnic identity		1					2						
7	Understanding gender and gender roles in different cultural contexts		1					2						
8	European identity and European values - Unity in diversity		1					2						
9	Europe 2020: the current state of EU identity and diversity		1					2						
10	European identity and values reflected in culture		1					2						
11	Europe's intercultural HQ: report from Brussels		1					2						
12	Introduction to the communication studies		2					2						
13	Intercultural communication: culture as a frame for communication		2					2						
14	Culture matters: the role of cultural factors in intercultural communication		2					2						
15	Business etiquette and protocol: Do's and Don'ts when conducting business in specific cultures/countries		2					2						
16	Effective strategies for working in multicultural business environments		2					2						
17	Summary session on the IACD MOOC		2						7				17	
18	Tutorial: Creating a Digital Story		3		4				3				27	
19														
20														
SUB-TOTAL SLT:													86	
Continous Assesment			%	Face-to-Face (F2F)								NF2F Independent Learning for Assessment (Asynchronous)		
				Physical				Online/ Technology- mediated (Synchronous)						
1	Written Test/Quiz		30					3				7		
2	Project/Digital Stories (CLO2-35% & CLO3-35%)		70		4			10				10		
3														
4														
5														
SUB-TOTAL SLT:													34	
Final Assesment			%	Face-to-Face (F2F)								NF2F Independent Learning for Assessment (Asynchronous)		
				Physical				Online/ Technology- mediated (Synchronous)						
1														
2														
3														
4														
5														
SUB-TOTAL SLT:														
SLT for Assessment:													34	
GRAND TOTAL SLT:													120	
A	% SLT for F2F Physical Component: [Total F2F Physical / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]												6.67	
B	% SLT for Online & Independent Learning Component: [(Total F2F Online + Total Independent Learning) / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]												93.33	
C	% SLT for All Practical Component: [% F2F Physical Practical + % F2F Online Practical]													
C1	% SLT for F2F Physical Practical Component [Total F2F Physical Practical / ( Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]													
C2	% SLT for F2F Online Practical Component [Total F2F Online Practical / (Total F2F Physical + Total F2F Online + Total Independent Learning) x 100]													
Please tick (v) if this course is Industrial Training/ Clinical Placement/ Practicum using 50% of Effective Learning Time (ELT)														
Note:														
* Indicate the CLO based on the CLO's numbering in Item 8														
** For ODL programme: Courses with mandatory practical requiremnets imposed by the programme standards or any related standards can be exempted from complying to the minimum 80% ODL delivery rule in the SLT.														
11	Identify special requirement or resources to deliver the course (e.g., software, nursery, computer lab, simulation room etc)													

12	References (include required and further readings, and should be the most current)	Essential Reading: Neuliep, J.W. (2017), Intercultural Communication: A Contextual Approach, 7th Ed. Sage Publication, USA. ISBN 10: 1506315135 / ISBN 13: 9781506315133 Martin, J. and Nakayama, T.K. (2018), Intercultural Communication in Contexts, Mc Graw-Hill International Edition, USA. ISBN10: 0073523933   ISBN13: 9780073523934
13	Other additional information (if applicable)	The module is part of the ERASMUS+ FRIENDS project (Project number: 598652-EPP-1-2018-1-BG-EPPKA2-CBHE-JP).
Note: Number of PLO indicated is purely for illustration purposes only and the number is subjected to the curriculum design.		