

2024 / 25

School of Science and Computing

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🌐 [www.wit.ie/schools/science\\_computing](http://www.wit.ie/schools/science_computing)



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## Module Descriptor

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### Intercultural Business Context (Computing and Mathematics)

# Intercultural Business Context (A02024)

**Short Title:** Intercultural Bus Context  
**Department:** Adult Continuing Education  
**Credits:** 5

**Level:** Advanced

## Description of Module / Aims

This module will give learners an understanding of their and others' cultural contexts, enable them to develop the skills to communicate successfully in an intercultural context, in formal or informal business studies contexts. Students will develop an understanding and appreciation of cultural diversity through Cultural studies engagement in cultural exchange (tandem) with students from a different cultural background.

## Programmes

		stage/semester/status
MGTB-0062	BSc (Hons) in Software Systems Development (WD_KDEVP_B)	3 / 6 / E
MGTB-0062	BSc in Software Systems Development (WD_KCOMC_D)	3 / 6 / E
	BSc (Hons) in Airline Transport Operations (WD_BAIRT_B)	/ /

## Indicative Content

- Introduction to Intercultural Communication. Need for intercultural communication and benefits of intercultural competence.
- Dimensions of interpersonal and intercultural communication. The cultural context in communication and use of other languages. Cultural learning with a tandem partner.
- The Nature of Culture. Culture as an expression of beliefs, values and norms. Own and other's subjective and objective culture
- Reasons for Cultural Differences (Biology, ecology, technology, institutional networks). Understanding cultural differences in context
- Cultural Patterns. Taxonomies of cultural differences (Hofstede, Trompenaars).
- Obstacles to Intercultural Communication: Ethnocentrism, stereotypes, prejudice, racism, culture shock.
- Non-verbal Communication (Kinesics, proxemics, physical appearance and dress) Management of time, dimensions of space.
- Intercultural Business Communication. Reconciling cultural differences in multicultural settings. Cultural diversity in organisations.

## Learning Outcomes

*On successful completion of this module, a student will be able to:*

1. Recognise the importance and benefits of intercultural interaction.
2. Distinguish between objective and subjective culture.
3. Understand recognised taxonomies of cultural patterns and apply them to their own and other culture. Recognise barriers to successful intercultural communication and have the skills to overcome them.
4. Apply intercultural principles to communication in multicultural settings.
5. Demonstrate intercultural competence necessary for successful business relations in a multicultural setting
6. Engage in effective and enjoyable intercultural communication

## Learning and Teaching Methods

- Lecture and interactive seminars will be the main teaching approach.
- Group and individual presentations
- Workshop on cultural diversity
- Video material and DVD training material will be used in conjunction with lectures.

## Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	36	
Other	99	

## Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	

## Assessment Criteria

*Below 40% = Fail:* Inability to display a knowledge or understanding of the topics covered.

40% - 54% demonstrates a basic level of understanding and analysis of the topics covered.

55% - 62% demonstrates an ability to understand and critique the topics covered.

63% - 69% demonstrates the ability to answer the question he or she attempts very well, giving some detailed analysis, drawing conclusions and where appropriate, making suggestions that go beyond the material covered in lectures. • reveals a good level of thought and reflection. • organises the information well into a good structure. • gives evidence and examples to support arguments.

70% + will be awarded for work that includes all of the above features at an excellent level and in addition reveals a good understanding of why the topic is significant and where and why there might be controversy. • reveals an understanding of how the topic relates to broader issues beyond the confines of the subject area.

## Essential Material(s)

- Lustig, Myron and Jolene Koester. ...*Intercultural Competence: Interpersonal Communication across cultures*. Boston MA. USA: Allyn & Bacon, 2002.

## Supplementary Material(s)

- "Bennett's DMIS scale." [www.awesomelibrary.org/multiculturaltoolkit-stages.html](http://www.awesomelibrary.org/multiculturaltoolkit-stages.html)
- "EU Socrates Lingua-funded project.." [www.lolipop-portfolio.eu](http://www.lolipop-portfolio.eu)
- "NCCRI Ireland." [www.nccri.ie](http://www.nccri.ie)
- Grove, Cornelius and Willa Hallowell, . *Randömia – A Unique Simulation for working across the Cultural Divide*. Maine, USA: Intercultural Press, 2001.
- Hofstede, Geert. ...*Cultures and Organizations: Software of the Mind*. New York: McGraw Hill, 1997.
- Trompenaars, Fons and Charles Hampden-Turner. *Riding the Waves of Culture, Understanding Cultural Diversity in Business....* 2nd. London: Nicholas Brealey Publishing, 1997.

## Requested Resources

- Lecture Room: Loose Seated