

## De Montfort University

### Course Template

#### 1. Basic information

- Course Name: Intercultural Business Communication
- Course Code: SM084T
- Level (UG, PG): Postgraduate Taught
- Academic Period: 2015
- Faculty: HLS - Faculty of Health & Life Sciences
- Department: School of Allied Health Sciences
- PMB ALHE
- Offered at:
- Type (single, joint.): SI
- Highest Award : Master of Science
- All possible exit awards : Institutional Postgraduate Credit; Postgraduate Diploma; Postgraduate Certificate
- Award notes :

#### Professional Body Recognition

- Accreditation by Professional/Statutory body:  

No
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- Exemption by Professional/Statutory body:  

No
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- Details  

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- Modes of attendance: Main MOA: Full-Time  
Other MOA: Part-Time
- Mode Notes:
- Course leader: Lixian Jin

#### 2. Entry Requirements and Profile

An Honours degree (2:2 minimum) in a relevant subject, including business, languages, translation, media, communication and technology

If you have no formal qualifications, but have extensive industry experience, your application may be considered on an individual basis, and you may be required to attend an interview

If English is not your first language, an IELTS score of 6.5 or equivalent is essential, with writing and speaking skills at no less than IELTS 6.0. Free English language tuition delivered by our British Council-accredited Centre for English Language Learning is available both before and during the course.

For those who need to increase their IELTS score to 6.5 to receive an unconditional offer, please view the centre's information for an enhanced language course.

#### 3. Course Description

##### Characteristics and Aims

This is an inter-disciplinary and cross-faculty type of programme which enables students to gain knowledge and practical skills to improve their intercultural communication competence

for global business contexts. The content of the programme aims to enhance the ability of students in intercultural awareness and understanding, the use of professional language, confidence in communication, understanding and practising operations in international business related contexts.

The training offered by the programme will help students who want to work in an international business context and enhance their skills to compete in a competitive international job market. There is a balance between theories and practice within the whole programme as well as in each individual module. The programme expects students to apply theories to practice, in taught modules, working experience sessions and the dissertation.

#### *Teaching, Learning and Assessment Strategies*

The whole programme motivates students to be active, interactive, independent, evaluative and reflective in learning. The teaching provides opportunities for students to engage these learning strategies. Students are strongly encouraged to participate in interactive and reflective styles of teaching and learning in all modules. They are expected to search literature and information independently, share their knowledge and experiences, explore views and question beliefs and values which may be different in different cultures and business practices. They need to take initiatives to clarify with lecturers and fellow students the issues they are unsure about and identify the relevance and their learning needs in process. Some modules offer them opportunities to study alongside students from other programmes of the faculties, which provide contexts for them to interact with other students and broaden their understanding of different professional practices.

The modular teaching is carried out in Semesters 1 and 2 with lectures, seminars, tutorials, working experience sessions and independent study. Semester 3 is devoted to the research and writing of the final dissertation with supervisors assigned to individual students.

Programme assessments include oral presentations; legal, marketing and business scenario reports; a group work assignment; reflective and cases study reports; essay writing; a research proposal and the dissertation. The assessments are in line with the aims and learning outcomes of the modules of this programme. It gives students opportunities to demonstrate their learning progress and outcomes through a set of integrated modules in intercultural communication, managing business communication practices and intercultural business communication skills, through a variety of assessment methods.

#### 4. Outcomes

Generic outcome headings	What a student should know and be able to do upon completion of the course
<ul style="list-style-type: none"> <li><b>Knowledge &amp; understanding</b></li> </ul>	<ol style="list-style-type: none"> <li>understand key concepts, theories and modals of intercultural communication and apply to business interaction and practices in a multi-cultural business and social situation</li> <li>identify issues of intercultural communication in business and social interactions and demonstrate their awareness, competence and strategies to analyse these issues</li> <li>research the current theories and concepts and to be able to critically evaluate them by debating in their written assignments and in class discussions and presentations</li> </ol>
<ul style="list-style-type: none"> <li><b>Cognitive skills</b></li> </ul>	<ol style="list-style-type: none"> <li>acquire critical and analytical thinking skills by evaluating relevant literature on theoretical and practical perspectives and by processing information</li> </ol>

	into knowledge 2. plan, search, construct and develop abstract concepts and intellectual arguments 3. engage in analysing real life issues by working through work placement sessions, scenarios and case studies 4. demonstrate originality or creativity in the application of intercultural communication knowledge and skills in business contexts through analysing cases in order to formulate strategies and practical steps to resolve intercultural communication issues
• <b>Subject specific skills</b>	8. identify intercultural communication issues in examples, cases and scenarios in different modules and apply this ability to real life situations 9. analyse and evaluate intercultural communication issues in order to find a solution to enhance and promote intercultural understanding in a business setting 10. have effective interactive skills to explain intercultural understanding and resolve issues in intercultural misunderstanding 11. demonstrate that they are able to draw knowledge and skills from different academic and professional perspectives offered by this programme to apply to their practice in case/scenario analysis and working experience sessions 12. use their intercultural communication understanding and skills to compete in international job markets
• <b>Key Skills</b>	8. develop analytical, evaluative and reflective thinking skills 9. achieve academic and effective oral and written skills 10. use a range of research and study tools to achieve independent study skills. 11. have organisational skills for academic and professional practices 12. practise problem-solving skills in classroom tasks, coursework and working experience sessions

## 5. Structure and Regulations

### Relationship Details

<u>Module</u>	<u>Credits</u>	<u>Level</u>	<u>Take/Pass</u>		<u>Semester</u>	<u>Locations</u>
ALHE5001	30.00	5	Both	1	DM	
ALHE5002	0.00	5	Neither		1, 2, X	DM
ALHE5003	30.00	5	Both	2	DM	
ALHE5004	60.00	5	Both	X	DM	
ALHE5005	15.00	5	Both	1	DM	
ALHE5006	15.00	5	Both	2	DM	
LBPG5009	0.00	5	Must Take		1	DM

<b>LBPG5012</b>	<b>15.00</b>	<b>5</b>	<b>Both</b>	<b>1</b>	<b>DM</b>
<b>MARK5055</b>	<b>15.00</b>	<b>5</b>	<b>Both</b>	<b>2</b>	<b>DM</b>

## Structure

### Structure notes

1 This programme has mostly core modules with one non-credited optional module, provided by two Faculties: Health and Life Sciences (HLS) and Business and Law (B&L). It is housed in the Centre of Intercultural Research in Communication and Learning (CIRCL) in the Faculty of HLS, because the Faculty of HLS has a pool of specialists in intercultural communication, research of international learners, education, language learning and workplace diversity, which are the core content of this programme. The Faculty of B&L provides expertise in business and workplace communication and international business.. This course will be promoted via both Faculties of HLS and B&L international course publicity and marketing venues, The Faculty of HLS provides the management of the programme and one 60 credit, one 0 credit, two 30 credit modules and two 15 credit modules, with a total of 150 credits. These modules offer students intellectual and theoretical input on intercultural communication, research skills, business communication with an emphasis on the use of language in an intercultural context and working experience and give them the competence to draw different learning perspectives into the final dissertation. The Faculty of B&L offers two 15 credit business-related modules with a focus on the operation and management of business interactions, which are shared with the Faculty of B&L masters' students. . The total of these modules achieves the 180 credit M level requirement. For full-time students, the programme structure allows them to complete the degree within one year and part-time students can achieve the completion of the degree within 2-3 years

### Course Specific Differences or Regulations

1 It is noted that to achieve the exit of the postgraduate certificate of Intercultural Business Communication, students are required to successfully complete ALHE5001, one module provided by this programme on language use aspect, i.e. ALHE5005 or ALHE5006; one module provided from this programme by the Business School, i.e. LBPG5012 or MARK5055 to a total 60 credits; to achieve the exit of the postgraduate diploma of this programme, students need to complete modules of the business, language use and research methods provided by this programme, to a total of 120 credits.

### Numbers at sites, including partner institutions

1

### Relevant QAA Subject Benchmarking statement(s)

1

## 6. Quality Assurance Information

### QA of Workbased Learning

### Liaison with Collaborative Partners

### Procedures for Maintaining Standards

Student progress and achievements in this programme are monitored and evaluated in line with the standards of the QA procedures. All rules and regulations follow De Montfort University Generic Quality Assurance guidelines.

This includes:

Monitoring of the programme content and syllabus to meet students' needs;  
Discussion of the programme content at programme team meetings for improvement;  
DMU module evaluation form for completion by students at the end of the delivery of each module;

Sample of assignments for internal moderation and external examining;  
Implement of the feedback from external examiner(s);  
PG board approval of the assessment outcomes;  
Performance Enhancement Plans to implement changes required or suggested in the above processes.

**Course Handbook Descriptor**

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