Subject Code	ENGL568
Subject Title	Intercultural Communication in Business
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	N/A
Objectives	1. To heighten students' awareness and understanding of communication in multicultural professional and business organizations as it relates to the unique social, cultural, economic, and political environments in which they operate. 2. To explore the extent to which Western-based theories, methods, and practices relating to intercultural communication in organizations are applicable to the Hong Kong context. 3. To further develop students' knowledge of and competencies in the role and use of English language in intercultural communication in business and professional contexts. 4. To help students reflect on the experiences of, and develop insights into, intercultural communication through the medium of English in professional contexts in Hong Kong and elsewhere.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **Category A: Professional/academic knowledge and skills** a. Apply their understanding of concepts and theories of communication in multicultural professional organizations through analyses of intercultural communication cases b. Explain the extent to which Western-based theories, methods, and practices relating to intercultural communication in organizations are applicable to the Hong Kong context. c. Support with evidence their level of competencies in the role and use of English language in intercultural communication in professional contexts. d. Reflect on the experiences of, and develop insights into, intercultural communication through the medium of English in the world of business and the professions in Hong Kong and elsewhere. **Category B: Attributes for all-roundedness** e. develop analytical reasoning, critical thinking, and problem solving skills: ▪ analytical reasoning: to think in a logical manner, supporting ideas with well-reasoned arguments and evidence

	▪ <u>critical thinking</u>: to evaluate information and evidence critically, be able to recognize flaws or inconsistency in an argument ▪ <u>problem solving</u>: to understand the problem, explore plausible answers, and select the most appropriate decision/solution for the problem
Subject Synopsis	1. Defining culture and intercultural communication 2. Intercultural communication approaches and theories 3. The processes, practices, experiences, perceptions, and barriers of communication in multicultural business and professional organizations 4. Management and leadership in intercultural communication 5. Social groups and the impact of stereotyping and prejudice on intercultural encounters 6. Politeness in intercultural business communication 7. The importance of non-verbal communication in intercultural settings 8. Qualities and competencies expected of the effective intercultural communicator in business and professions 9. Application of intercultural language and communications skills to specific business communication tasks
Teaching/Learning Methodology	The teaching and learning approach is task-based, student-centred, interactive, and reflective.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed				
		a	b	c	d	e
Mid-term assignment	35%	✓	✓	✓	✓	✓
Online and in-class participation	15%	✓	✓	✓	✓	✓
End-of-term assignment	50%	✓	✓	✓	✓	✓
Total	100%					

Assessment is both for and of learning. The three assignments are designed to help students to achieve all of the intended learning outcomes.

Student Study Effort Required

Class contact:	
▪ Lecture	39 Hrs.
▪ Seminar	0 Hrs.

	Other student study effort:	
	▪ Private study	96 Hrs.
	Total student study effort	135 Hrs.
Reading List and References	**Recommended reading** Augoustinos, M., Walker, I. & Donaghue, N. (2014) *Social Cognition. An Integrated Introduction* (3rd ed.). London: Sage. Holliday, A. (2013). *Understanding Intercultural Communication: Negotiating a Grammar of Culture*. London: Routledge. Jackson, J. (ed.) (2012) *The Routledge Handbook of Language and Intercultural Communication.* London: Routledge. Jackson, J. (2014) *Introducing Language and Intercultural Communication.* London: Routledge Nakayama, T. & Halualani, R.T. (eds.) (2010) *The Handbook of Critical Intercultural Communication.* Oxford: Blackwell. Ladegaard, H.J. & Jenks, C. (eds) (2017) *Language and Intercultural Communication in the Workplace: Critical Approaches to Theory and Practice.* London: Routledge. Scollon, R., Scollon, S. W., & Jones, R. H. (2012). *Intercultural communication: A discourse approach* (3rd ed.). Malden, Mass.: Wiley-Blackwell. Smith, P.M. & Bond, M. H. (1998) *Social Psychology Across Cultures* (2nd ed.). Hemel Hempstead: Prentice Hall. Sorrells, K. (2013). *Intercultural communication: Globalization and Social Justice*. Thousand Oaks, CA: Sage. Spencer-Oatey, H. (ed.) (2000) *Culturally Speaking. Managing Rapport through Talk Across Cultures.* London: Continuum. Zhu Hua (ed.) (2011) *The Language and Intercultural Communication Reader.* London: Routledge	

Revised as of March 2019