COURSE OUTLINE
ENGL 380 – INTERCULTURAL COMMUNICATION

Prepared By:  Eunjyu Yu, PhD

SCHOOL OF BUSINESS AND LIBERAL ARTS
ENGLISH/HUMANITIES DEPARTMENT
MAY 2015
A. **TITLE:** Intercultural Communication

B. **COURSE NUMBER:** ENGL 380

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** As Determined by Instructor

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall and Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
   3 lecture hours per week

H. **CATALOG DESCRIPTION:**
   This course is designed to advance students’ intercultural communication skills necessary in a multicultural global marketplace. The focus is on oral, nonverbal, and written communication patterns across cultures, diverse cultural values, global etiquette, business and social customs, and intercultural negotiation models.

I. **PRE-REQUISITES:**
   Expository Writing (ENGL 101) OR Oral and Written Expression (ENGL102) AND completion of 45 credit hours, or permission of instructor

J. **GOALS (STUDENT LEARNING OUTCOMES):**
   Upon completions of the course, students will be able to:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Explain the nature of intercultural communication</td>
<td>2. Crit. Thinking</td>
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<td>b. Distinguish oral, nonverbal, and written communication patterns across cultures</td>
<td>2. Crit. Thinking</td>
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<tr>
<td>c. Identify diverse business and social customs</td>
<td>2. Crit. Thinking</td>
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<td>d. Formulate ideas appropriately across cultures</td>
<td>4. Inter-Intrapersonal</td>
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K. **TEXTS:** This is an example

L. REFERENCES:


M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A-F.

O. MEASUREMENT CRITERIA/METHODS:

- Reports
- Essays
- Quizzes
- PowerPoint presentations
- Oral presentations

P. TOPICAL OUTLINE:

I. The Nature of Intercultural Communication
   A. Globalization
   B. Culture, enculturation, and acculturation
   C. Norms, rules, and networks
   D. Intercultural constructs

II. Universal Systems
   A. Economic systems
   B. Political systems
   C. Educational system
   D. Social hierarchies and interaction

III. Contrasting Cultural Values
   A. Work attitudes
   B. Attitudes toward ethics
   C. Religious influence
   D. Individualism and Collectivism
IV. Cultural Shock
   A. Stages of cultural shock
   B. Alleviating cultural shock
   C. Aspects of cultural shock

V. Language
   A. High- and low-context language
   B. Language diversity
   C. Informal and alternative languages
   D. Conversation taboos
   E. Language and culture interaction

VI. Oral and Nonverbal Communication Patterns
   A. Thought patterns
   B. Paralanguage
   C. Nonverbal leakage
   D. Objects, signs, and symbols

VII. Written Communication Patterns
   A. International English
   B. Writing tone and style
   C. Letter formats
   D. e-mail
   E. Resume and job search information

VIII. Global Etiquette
   A. Introductions, greetings, and handshakes
   B. Position and status
   C. Electronic communication etiquette
   D. Travel etiquette

IX. Business and Social Customs
   A. Verbal expressions
   B. Male/female relationships and workplace equality
   C. Dress and appearance
   D. Office customs and practices
   E. Customary demeanor/behavior
X. Intercultural Negotiation Process
   A. Steps in the negotiation process
   B. Intercultural negotiation models
   C. Negotiation strategies
   D. Trade agreements

XI. Intercultural Negotiation Components
   A. Cross-cultural negotiation components
   B. Characteristics of effective negotiators
   C. Group versus individual orientation
   D. Face-to-face strategies
   E. Role of the media

XII. Laws Affecting International Business and Travel
   A. Home-country and host-country laws
   B. International Law
   C. Contracts
   D. Global patents
   E. Ethics and the law

Q. LABORATORY OUTLINE: None