MASTER SYLLABUS

English 380 Intercultural Communication

CIP Code: 230101

Created by: Eunjyu Yu, PhD
Updated by: Eunjyu Yu, PhD
A. **TITLE:** Intercultural Communication

B. **COURSE NUMBER:** English 380

C. **CREDIT HOURS:**
   3 Credit Hours
   3 Lecture Hours: 3 per week

   Course Length: 15 Weeks

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

E. **GER CATEGORY:** None

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

G. **COURSE DESCRIPTION:**

   In this course students will advance their 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.

H. **PRE-REQUISITES/CO-REQUISITES:**

   a. Pre-requisite(s): ENGL 101 AND completion of 45 credit hours, or permission of instructor
   b. Co-requisite(s): none
   c. Pre- or co-requisite(s): none

I. **STUDENT LEARNING OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PSLO</th>
<th>GER</th>
<th>ISLO</th>
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<tbody>
<tr>
<td>a. Explain the nature of intercultural communication</td>
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<td>1 [W]</td>
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<td>b. Distinguish oral, nonverbal, and written communication patterns across cultures</td>
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<td>2 [CA]</td>
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<td>c. Identify diverse business and social customs</td>
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<td>4 [IK]</td>
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<td>d. Formulate ideas and communicate across cultures</td>
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<td></td>
<td>1 [O, W]</td>
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<tr>
<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<tr>
<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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</table>
| 1    | Communication Skills  
Oral [O], Written [W] |
| 2    | Critical Thinking  
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3    | Foundational Skills  
Information Management [IM], Quantitative Lit./Reasoning [QTR] |
| 4    | Social Responsibility  
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T] |
| 5    | Industry, Professional, Discipline Specific Knowledge and Skills |

J. APPLIED LEARNING COMPONENT: Yes______  No__X_____

K. TEXTS:

L. REFERENCES:

M. EQUIPMENT: None

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:
Reports  
Essays  
Quizzes  
Participation

P. DETAILED COURSE 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