1. KentVision Code and title of the module

LANG4002 Global Cultures of Business

## Division and School/Department or partner institution which will be responsible for management of the module

Arts and Humanities, School of Cultures and Languages

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 4

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn or Spring

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Optional to the following courses: BA (Hons) in Modern Languages

Also available as an elective module

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Demonstrate an understanding of a variety of theoretical approaches drawn from Modern Languages and cultural studies (including national identity, globalisation, coloniality, hybridity and acculturation)

8.2 Apply these theories in analysis of textual and visual materials relating to a broad range of nations, cultures and businesses

8.3 Demonstrate inter-cultural awareness

8.4 Demonstrate understanding of how nations, businesses and individuals communicate across geographic, linguistic, cultural and digital divides

8.5 Demonstrate awareness of the broader historical, geo-political, economic and cultural relations between nations which shape the contemporary context of global business.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1 Analyse primary materials as appropriate, using up-to-date theoretical frameworks and relating works to the relevant socio-historical context

9.2 Use a range of established techniques to carry out independent analysis and research on cultural products and present their findings

9.3 Demonstrate critical thinking skills

9.4 Undertake independent research in the library, using appropriate academic databases online

9.5 Synthesise and evaluate information from a number of sources, deploying key techniques from the discipline.

## A synopsis of the curriculum

This module introduces students to intercultural communication. It aims to empower them to understand the broader historical geopolitical, economic and cultural relations between nations which shape the contemporary context of globalised business. Through engagement with key theories from Modern Languages and cultural studies, students gain a critical understanding of how nations, businesses and individuals communicate across geographic, linguistic, cultural and digital divides. By analysing case studies from contexts such as Europe, Latin America and Francophone Africa, students will develop the intercultural awareness needed in global markets and the skills required to communicate effectively in multicultural business environments.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](about:blank).

Anderson, Benedict (2006) *Imagined Communities: Reflections on the Origin and Spread of Nationalism* [revised edition]. London: Verso.

Hofstede, Geert H., et al (2010). *Cultures and Organizations: Software of the mind: Intercultural cooperation and its importance for survival* [3rd ed]. London: McGraw Hill.

Holliday, Adrian, Martin Hyde and John Kullman (2021) *Intercultural Communication: An Advanced Resource Book for Students* [4th ed.]. London/New York: Routledge

Steger, Manfred B. (2020) *Globalization: A Very Short Introduction*. Oxford: Oxford University Press

Urry, John (2012) *Mobilities*. Cambridge: Polity Press.

## Contact Hours

Private Study: 130

Contact Hours: 20

Total: 150

## Assessment methods

* 1. Main assessment methods

## Written assignment (1,000 word equivalent) 35%

## Essay (2,000 words) 65%

13.2 Reassessment methods

100% coursework (2,000 words essay)

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Private Study** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| lecture | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| seminar | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Written assignment (35%) | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Essay (65%) | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

This module will explore cultural production and analysis specifically from an international perspective, drawing on texts from a range of international contexts including the French, Italian, German and Hispanic-speaking worlds.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 13/12/21 | New | September 2022 | n/a | no |
|  |  |  |  |  |