

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	PG Cert Intercultural Communication				
4	Programme Code(s)	TPCICOMM_C				
5	UCAS code (if applicable)	N/A				
6	Home Department	Department of Applied Linguistics and Communication				
7	Exit Award(s)	PG Cert Intercultural Communication PG Cert Intercultural Communication Training PG Cert Intercultural Communication Research				
8	Duration of Study (number of years)	1				
9	Mode of Study	FT		PT	✓	DL
10	Level of Award (FHEQ)	Level 7				

11	Other teaching depts or institution (or not applicable)	N/A
12	Professional, Statutory Regulatory Body(PSRB) details (or not applicable) (include URL to PSRB)	N/A
13	QAA Benchmark Statement (or not applicable)	N/A

14	Programme Rationale & Aims
	<p>The PG Certificates in Intercultural Communication, Intercultural Communication Training or Intercultural Communication Research offer the opportunity for those with a broadly relevant first degree background and/or relevant experience to update and expand their understanding of Intercultural Communication and to enhance their professional and business communication skills.</p> <p>The programme, which is based on the MA Intercultural Communication in Business and Professions, values the importance of bridging the gap between theory and practice in the field of Intercultural Communication and its programme is structured to reflect the fine balance between theory and practice.</p> <p>The programme offers a unique opportunity to raise cross-cultural awareness; to enhance intercultural communicative competence; to develop skills to turn workplace diversity into advantages; and to develop professional and business communication skills necessary to proceed to careers in the international business world.</p> <p>Specifically, the PG Certificates enable students who may not be interested in committing to an MA programme to gain knowledge in the field of intercultural communication.</p>

15	Entry Criteria
	<p>Normally an upper second-class honours degree or above (or overseas equivalent) in a relevant subject and/or professional training and expertise.</p> <p>If English is not your first language, you will need an English language qualification (IELTS 6.5 or</p>

	<p>equivalent) completed within the last 2 years, unless evidence is provided that you have completed a degree in an English-speaking university.</p> <p>A short admissions task of no more than 500 words may be requested, to support your application.</p> <p>You must provide 2 references, at least 1 of which should be an academic reference.</p>
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16	Learning Outcomes
	<ul style="list-style-type: none"> ▪ Substantial knowledge and understanding of the main theories, principles and models in the study of Cross-Cultural Communication. ▪ Substantial knowledge and understanding of the main theories, principles and models in the study of International business communication. ▪ Deeper understanding of the relationship between language(s), cognition and cross-cultural communication. ▪ Enhanced professional, business and general communication skills in cross-cultural/international contexts. ▪ Deeper awareness of cross-cultural differences on various aspects including history, politics, geography, religion, language, ways of speaking, etc. ▪ Appreciation of the relationship between theory and practice and the ability to make connection between theories and practice ▪ The ability to critically evaluate theories ▪ The ability to reflect on one's own personal and professional experience ▪ An analytical and systematic approach to problem-solving ▪ The ability to synthesise ideas and information ▪ Communication, oral presentation and interview skills ▪ Business report writing and project management skills

17	Learning, teaching and assessment methods
	Teaching takes several forms, including lectures, seminars, discussions, workshops and presentations.

18	Programme Description
	You will complete two modules (30 credits each), depending on the pathway you choose. Additionally, for the PG Cert Intercultural Communication Training and the PG Cert Intercultural Communication Research, you will attend a one-day workshop focusing on specialist skills.

19	Programme Structure			
PG Cert Intercultural Communication				
Level	Module Code	Module Title	Credits	Status*
		Students select 2 out of the following modules		
7	LNLN022S7	Introduction to Intercultural Communication in Business Contexts	30	Option
7	LNLN063S7	Language, Culture and Communication	30	Option
7	SSAC013S7	International Management Communication	30	Option
7	LNLN084S7	Marketing Communication: An Introduction	30	Option

PG Cert Intercultural Communication Training				
<i>Students select 2 out of the following option modules</i>				
Level	Module Code	Module Title	Credits	Status*
7	LNLN022S7	Introduction to Intercultural Communication in Business Contexts	30	Option
7	LNLN063S7	Language, Culture and Communication	30	Option
7	SSAC013S7	International Management Communication	30	Option
7	LNLN084S7	Marketing Communication: An Introduction	30	Option
7	SSAC034Z7	Intercultural Communication Training & Coaching Skills Workshop	0	Compulsory
PG Cert Intercultural Communication Research				
Level	Module Code	Module Title	Credits	Status*
7	LNLN019S7	Research Methods and Design	30	Core
7	LNLN022S7 LNLN063S7	Introduction to Intercultural Communication in Business Contexts or Language, Culture and Communication	30	Core
7	SSAC035Z7	Empirical Skills Training Workshop	0	Compulsory

Status*

CORE – Module must be taken and passed by student

COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board

OPTIONAL – Student can choose to take this module

20	Regulations
	<ul style="list-style-type: none"> Admissions This programme adheres to the College Admissions Policy http://www.bbk.ac.uk/mybirkbeck/services/rules/Admissions%20Policy.pdf/view Credit Transfer NOT APPLICABLE Programme Regulations This programme adheres to the College Common Awards Scheme http://www.bbk.ac.uk/mybirkbeck/services/rules/casregs.pdf Programme Specific Regulations (or not applicable) NOT APPLICABLE

21	Student Attendance Framework – in brief
	<p>The full version of the 'Student Attendance Framework' is available http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf.</p> <p>Principle Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower</p>

	<p>marks and degree classifications being achieved and awarded.</p> <p>Attendance expectation Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p>E-Registers All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>
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22	Student Support and Guidance
	All Birkbeck students have access to a range of student support services, details can be found on our website here: http://www.bbk.ac.uk/mybirkbeck/services/facilities

23	Methods of Enhancing Quality and Standards
	<p>The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input.</p> <p>For more information please see the Academic Standards and Quality website http://www.bbk.ac.uk/registry/about-us/operations-and-quality .</p>

24	Programme Director	Dr Barbara Gibson
25	Start Date (<i>term/year</i>)	Autumn term 2016
26	Date approved by TQEC	June 2016
27	Date approved by Academic Board	TBC
28	Date(s) updated/amended	August 2016