

Programme Specification

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

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

14	Programme Rationale & Aims	<p>The MA Intercultural Communication for Business and Professions offers the opportunity for those with a broadly relevant first degree background to update and expand their understanding of Intercultural Communication and to enhance their professional and business communication skills.</p> <p>The programme 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>					
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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 equivalent) completed within the last 2 years, unless evidence is provided that you have completed a degree in an English-speaking university.</p>					
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	<p>A short admissions task of no more than 500 words will 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	Prospectus Entry
	<p>This course offers you an opportunity to raise your cross-cultural awareness and enhance your intercultural communicative competence in international business settings, to reflect on your own culture and language use, and to develop the professional and business communication skills necessary to proceed to careers in the international business world.</p> <p>It focuses on intercultural communication skills, including written, oral and interpersonal skills, and is specially designed for language and communication graduates who are looking to develop a career in international organisations or the business sector, and business graduates who would like to improve their professional and business communication skills to enhance their employability.</p> <p>The programme benefits from a combination of knowledge-based and skills-oriented training, world-class experts in intercultural communication, Birkbeck's flexible and student-friendly support, and London's position as an international multicultural and multilingual city.</p>

17	Learning Outcomes
	<ul style="list-style-type: none"> ▪ Substantial knowledge and understandings of the main theories, principles and models in the study of Cross-Cultural Communication. ▪ Substantial knowledge and understanding of 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

18	Learning, teaching and assessment methods
	<p>Teaching takes several forms, including lectures, seminars, discussions, workshops and presentations.</p>

19	Programme Description
	<p>You will normally complete five modules and an independent literature review, however, you can follow one of two pathways. You can either complete five modules plus a 5-6,000 word an independent literature review (30 credits) or, particularly for those who wish to take a PhD in the future, you can complete four modules plus a 12-15,000 word dissertation (60 credits). If you wish to pursue an academic career/research it is advisable that you opt to complete the dissertation.</p> <p>Full-time students must complete all modules plus their dissertation or independent literature review within one year. Full-time students are advised not to take employed work for more than 20 hours per week during term time.</p> <p>Part-time students should take three modules in their first year and then one or two modules (depending on their chosen pathway), plus their dissertation or independent literature review in their second year.</p>

20	Programme Structure			
Full Time programme				
Year 1				
Level	Module Code	Module Title	Credits	Status
7	LNLN019S7	Research Methods and Design	30	Compulsory
7	LNLN063S7	Language, Culture and Communication	30	Compulsory
7		Option Module	30	Option
7		Option Module	30	Option
7	LNLN004D7	Dissertation	60	Core
OR				
7	LNLN019S7	Research Methods and Design	30	Compulsory
7	LNLN063S7	Language, Culture and Communication	30	Compulsory
7		Option Module	30	Option
7		Option Module	30	Option
7		Option Module	30	Option
7	SSAC012S7	Independent Literature Review	30	Core
Part Time programme				
Year 1				
Level	Module Code	Module Title	Credits	Status
7	LNLN019S7	Research Methods and Design	30	Compulsory
7	LNLN063S7	Language, Culture and Communication	30	Compulsory
7		Option Module	30	Option
Year 2				
Level	Module Code	Module Title	Credits	Status
7		Option Module	30	Option
7	LNLN004D7	Dissertation	60	Core
OR				
7		Option Module	30	Option
7		Option Module	30	Option
7	SSAC012S7	Independent Literature Review	30	Core

Indicative list of optional modules				
Level	Module Code	Module Title	Credits	Status
7	LNLN022S7	Introduction to Intercultural Communication in Business Contexts	30	Option
7	SSAC013S7	International Management Communication	30	Option
7	LNLN084S7	Marketing Communications: A global perspective	30	Option
7	SSAC025S7	Corpus Linguistics	30	Option
7	LNLN021S7	Second Language Acquisition	30	Option
7	SSAC005S7	Language Teaching and Learning in Multilingual and Multicultural Contexts	30	Option
7	LNLN076S7	Introduction to Applied Linguistics	30	Option
7	SSAC046S7	Neurolinguistics (level 7)	30	Option
7	SSAC047S7	Psycholinguistics (level 7)	30	Option
7	SSAC055S7	Identity in Applied Linguistics Research Level 7	30	Option

21	Regulations
	<ul style="list-style-type: none"> Admissions This programme adheres to the College Admissions Policy http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf Credit Transfer Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf Programme Regulations This programme adheres to the College Common Awards Scheme http://www.bbk.ac.uk/registry/policies/regulations Programme Specific Regulations (or not applicable)

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. Jackie Jia Lou
25	Start Date (term/year)	Autumn term 1997
26	Date approved by TQEC	Spring 1997
27	Date approved by Academic Board	Summer 1997
28	Date(s) updated/amended	Spring Term 2018