



Programme Title	ENLIGHT Module Succeeding in Global Business
Unit	English Language Centre & Speech & Language, University of Galway
Programme Dates	Semester 1 AY24/25
Course Objective	To enable students to become efficient, adaptable, and comfortable intercultural communicators.
Course Overview	This course is aimed at students who wish to develop their language and cultural competencies towards becoming effective and competent intercultural communicators. Speaking workshop will help participants develop strategies for the development of constructive, inclusive discussions and intercultural group work. Participants will learn to be open and adaptable while actively seeking to engage with people from different cultural backgrounds. The Four Factor framework will equip students with a set of communication tools that can be used to understand and adapt to any culture.
Course Outcome	Students will learn to deal with ambiguity in cross-cultural communication and will learn how to express themselves effectively in a culturally appropriate manner. They will learn to describe and evaluate the viewpoints and practices of their own and other social groups. Students will learn basic principles of communication across a range of cultures to enable them to conduct business at home or abroad with members of different cultures. This course will also facilitate an inclusive learning environment and promote integration of all participating students.
Course Facilitators	Dr Stasha Antonijevic-Elliott , Programme Director, MSc Applied Linguistics, School of Health Science, College of Medicine, Nursing and Health Sciences Paul Williamson , English Language Centre, University of Galway. Prof Mats Daniels , Department of Information Technology, Uppsala University
Course Components	<p>Programme Outline</p> <ul style="list-style-type: none"> ○ 3 sessions of Intercultural Business Communication ○ 2 sessions English language development ○ Group will be taught in 1 closed class, based on a maximum of 100 students ○ Course learning materials ○ Certificate of attendance from University of Galway’s English Language Centre <p>Cultural Competency Course Components</p> <ul style="list-style-type: none"> ○ How to become an Adaptable, Comfortable Intercultural Communicator ○ How to adapt your behaviour across cultures: six key points ○ Five basic skills of successful intercultural communicators ○ Information communication technology in Intercultural Communication ○ Understanding attitudes towards foreign cultures: ‘us and them’ ○ Fostering respect, openness and curiosity towards foreign cultures
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Four Factor Framework

- Introducing the Four Factor framework for intercultural analysis
- Describing participants' own culture using the Four Factor framework
- Analysing different cultures using the Four Factor framework
- Comparing the most important cultural norms across different cultures
- Becoming comfortable with silent pauses in communication

English Language Development Course Components

- Strategies for recognising and dealing with ambiguity in cross-cultural communication and for reacting constructively and culturally appropriately in order to achieve clarity.
- Strategies for describing and evaluating the viewpoints and practices of their own and other social groups from varying cultural perspectives.
- Use of varying linguistic style, sentence length, vocabulary and word order to express degrees of commitment or hesitancy, confidence or uncertainty.
- Strategies to produce coherent and cohesive text making use of a variety of organisational patterns and cohesive devices to achieve clarity in academic texts.



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