



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

CULTURAL COMPETENCE AND GLOBAL AWARENESS (UGMDC-
102(C))

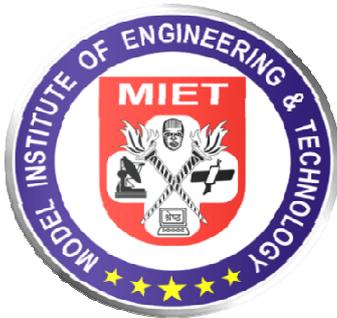
BBA (H) –1st SEMESTER

ACADEMIC YEAR (2024-25)

Dr Swati Samnotra

Assistant Professor

School of Management-UG



School of Management-UG

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGMDC-102 (C)	Cultural Competence and Global Awareness	MDC	3	3	0	0	40	60	100
Faculty Details	swati.mba@mietjammu.in								

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Examine the basic concepts of Cultural Competence and Global Awareness
CO2	Interpret the impact of cultural dimensions on communication styles and behaviour across diverse cultures
CO3	Illustrate the influence of cultural bias and stereotypes on perceptions and strategies for reducing it
CO4	Analyze how global issues can be approached through Intercultural Interactions
CO5	Evaluate strategies to effectively communicate and build intercultural relationships

Section-A

Unit I: Introduction to Cultural Competence and Global Awareness: Meaning, Characteristics, Types and Components of Culture; Concept of cultural competence, Importance of cultural competence in a globalized world; Concept of global awareness, Benefits of developing global awareness.

(08 Hrs)

Unit II: Understanding Culture: Dimensions of Culture; Role of Cultural values, beliefs, and norms in shaping behavior; Communication styles across cultures (verbal and nonverbal); Concept of Cultural diversity, Cultural diversity within and between countries

(08 Hrs)

Unit III: Cultural Bias and Stereotypes: Concept of Cultural Bias, Role of unconscious bias in influencing perception; Meaning, Types and Dangers of cultural stereotypes; Concept of cultural sensitivity, Strategies for reducing bias and promoting cultural sensitivity.

(08 Hrs)

Section B

Unit IV: Global Issues and Challenges: Analyzing global issues (Sustainability, Inequality, Migration and Conflict Resolution) from multicultural perspective; Concept of Intercultural Interaction, Globalization and Intercultural Interaction.

(06 Hrs)

Unit V: Developing Intercultural Communication Skills: Concept of Intercultural Communication, Challenges and Strategies of Intercultural Communication; Strategies for effective communication across cultures; Building and fostering intercultural relationships

(06 Hrs)

Text Books

S.No.	Name of the Books	Author	Publisher Name	Edition (Pub. yr.)
1	Cultural Awareness, Sensitivity and Competence	Michael Winkleman	Sage Publications	1 st (2015)
2	Understanding Global Cultures	Martin J. Gannon	Sage	1 st (2017)





		and Lisa M. Silk	Publications	
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Reference Books

S.No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Becoming Interculturally Competent	Judith N. Martin and Thomas K. Nakayama	Sage Publications	1 st (2010)
2	Cultural Competence, Theory and Practice	Pieter Jan Maria Van Nispen tot Pannerden	ResearchGate	1 st (2015)

COURSE PLAN

Unit-I Introduction to Cultural Competence and Global Awareness

S. No	Topics	Recommended Books
1	Meaning, Characteristics of Culture	Book 1, Ch 3
2	Types and Components of Culture	Book 1, Ch 3
3	Concept of cultural competence	Book 1, Ch 6
4	Importance of cultural competence in a globalized world	Book 1, Ch 6
5	Concept of global awareness	https://ce.fresno.edu/news/what-is-global-awareness-and-why-does-it-matter/
6	Benefits of developing global awareness	https://muse.union.edu/mt-h-063-01-s22/2022/06/01/the-importance-of-global-awareness/

Unit-II Understanding Culture

7	Dimensions of Culture	Book 4, Ch 1
8	Role of Cultural values, beliefs, and norms in shaping behavior	Book 4, Ch 1
9	Communication styles across cultures (verbal and nonverbal)	Book 4, Ch 1
10	Concept of Cultural diversity	Book 1, Ch 1
11	Cultural diversity within and between countries	Book 1, Ch 1

Unit- III Cultural Bias and Stereotypes

12	Concept of Cultural Bias	https://socialsci.libretexts.org/Bookshelves/Communication/Intercultural_Communication/Communications_256%3A_Intercultural_Communication/01%3A_Chapters/1.04%3A_Cultural_Biases
13	Role of unconscious bias in influencing perception	https://www.monash.edu/about/who/equity-diversity-inclusion/staff/equitable-decision-making/unconscious-bias



		https://builtin.com/diversity-inclusion/unconscious-bias-examples
14	Types and Dangers of cultural stereotypes	https://www.easyllama.com/blog/4-common-ethnic-and-cultural-stereotypes-in-the-workplace https://www.afsusa.org/study-abroad/culture-trek/culture-points/what-are-generalizations-and-stereotypes/
15	Concept of cultural sensitivity	Book 1, Ch 1
16	Strategies for reducing bias and promoting cultural sensitivity	Book 1, Ch 1
Unit-IV Global Issues and Challenges		
17	Analyzing global issues (Sustainability, Inequality, Migration and Conflict Resolution) from multicultural perspective	https://www.mdpi.com/2227-7102/12/4/280
18	Concept of Intercultural Interaction	https://www.ces.uc.pt/icopromo/materials/Intercultural_Interaction_Introduction.pdf
19	Globalization and Intercultural Interaction.	https://www.streetdirectory.com/travel_guide/187711/communications/intercultural_communication_and_globalization.html
Unit-V Developing Intercultural Communication Skills		
20	Concept of Intercultural Communication	https://www.idrinstitute.org/resources/intercultural-communication/ https://study.com/academy/lesson/intercultural-communication-definition-model-strategies.html
21	Challenges and Strategies of Intercultural Communication	https://www.examples.com/english/barriers-challenges-of-intercultural-communication.html
22	Strategies for effective communication across cultures	https://www.chrysos.org.uk/blog/top-ten-tips-for-effective-cross-cultural-communication https://diversity.med.wustl.edu/resources/strategies-for-effective-communication-across-cultures/
23	Building and fostering intercultural relationships	https://openoregon.pressbooks



		ojs.umsida.ac.id/index.php/comm115/chapter/chapter-7/ https://oscs-mn.org/15-tips-for-building-stronger-cross-cultural-relationships/
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ADDITIONAL WEB RESOURCES

1.	MOOC: Coursera course on- Ethics, Culture, and Global Perspectives https://www.coursera.org/learn/ethics-culture-and-global-perspectives
2.	NPTEL: Course on Globalization and Culture https://onlinecourses.nptel.ac.in/noc24_hs115/preview

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Friday (12:05 PM-12.55 PM)
- **Contact Information**
swati.mba@mietjammu.in