

Course: MS: Communication Theory

credits: 3

Course code	IFVP18PAACOM	Modes of delivery	Tutorial
Name	MS: Communication Theory	Assessments	English dialang - Other assessment
Study year	2019-2020		MS: Communication Theory - Assignment
ECTS credits	3		
Language	Dutch, with parts in English		
Coordinator	J. Krips		

Learning outcomes

Main learning outcome

The student understands the basic concepts of communication theory and can apply them in a customer-focused way.

The student:

- can apply communication theory about internal and external communication to a given FM case study
- can specify the various phases of the writing process and can write a business document based on these phases
- can organise and analyse points of view and arguments and use them to produce a discursive document
- can write reports for various media and various target audiences, including a press report and a business blog
- can apply the rules of correct spelling and formulation

Content

No content available

Included in programme(s)

Facility Management, major International Facility Management
International Facility Management exchange programme

School(s)

School of Facility Management

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