

## Course: Professional Skills 3

credits: 5

<b>Course code</b>	CIVP19SKI3
<b>Name</b>	Professional Skills 3
<b>Study year</b>	2020-2021
<b>ECTS credits</b>	5
<b>Language</b>	English
<b>Coordinator</b>	J. Jager

<b>Modes of delivery</b>	Lecture Tutorial
<b>Assessments</b>	Communication English 3 - Written Test - Computer, organised by STAD examinations English 3 - Business Writing & Speaking - Other assessment English 3 - Job Application Communicatio - Other assessment Management Skills 3 - Training - Other assessment Personal Development 2 - Other assessment

### Learning outcomes

#### Competences:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

#### 21st-century skills:

- Creativity
- Teamwork
- Initiative
- Perseverance
- Adaptability
- Communication
- Sense of responsibility
- Commercial awareness
- Leadership
- Curiosity
- Critical thinking

#### Learning Outcomes:

##### **BCE**

Having finished this course, you will be able to:

- Write an application letter with an appropriate CV, related to a specific job
- Conduct a job interview related to the job that was applied for, discussing at least the following: the applicant's personality, the

### Content

#### Level:

Introduction

#### Content:

##### **BCE**

During this period, you will be taking part in a simulation game about the setting up of a new venture: producing and selling bicycles world-wide. The most important grammatical structures when discussing decisions and consequences are the conditionals and the future tenses, which will be dealt with during English class. You will also extend your range of vocabulary by studying words/phrases related to the game, as well as vocabulary related to the other courses offered during this period, like marketing and economics. Furthermore, you will need to learn a range of linking words, phrasal verbs and prepositions. When entering the workforce, you will need to be able to apply for an internship or job. For a successful application process various aspects are important: First of all, you need to know yourself, your strengths, weaknesses as well as your personality traits. Then you need to know about the company/job that you wish to apply for. Last but not least, you should know how to write an application letter, or cover letter, a CV (résumé) and how to impress the Human Resource Department when you have been invited for a job interview. Finally, when doing an interview, or in a discussion about a product, you should be able to persuade the 'other side' (audience or interlocutor) that you are the right person for the job/internship, or that your product is the most attractive, or that you can come up with the best arguments. We will provide you with the tools and practice material to become a more persuasive talker and writer.

##### **CMS**

There are three CMV training sessions in this block. The first takes place with the entire class, the other sessions take place in half classes. During these training sessions, attention is paid to topics that are important for collaboration during the project. This concerns the following subjects:

- core qualities
- Belbin's team roles and
- dealing with conflicts.

In addition, at the end of the block you will be assessed through an individual poster presentation. During this presentation, you look back on the collaboration during the game and how the aforementioned skills were dealt with.

##### **PD**

To challenge you to explore the boundaries of your own personal development, we will offer different types of activities. This may involve group work, work in pairs as well as individual tasks. In order to get as much out of these classes as possible, active participation, respect, confidentiality and an open mind are paramount. Be curious!

company and job applied for, the applicant's skills, personal background and ambitions.

- Apply the grammatical structures taught during the course.
- Show you have extended your range of marketing-related vocabulary.
- Develop an argument and argue for/ against an issue/statement/point (debating skills, persuasion, advertising)

### **CMS**

After attending the process meetings, the students can:

- identify their own core qualities and pitfalls and explain how they used them during the block 3 game
- with the help of the Belbin test they made, screen their own team for the presence or absence of the different Belbin roles
- make use of the qualities that belong to the various roles in their own team at a basic level
- identify the 5 different conflict management styles and explain what their own preferred style(s) entails.

### **PD**

At the end of the course you will have improved the following skills:

- Display a greater understanding of your own and others' personal development in a multi-cultural environment.
- Work effectively in diverse teams respecting cultural differences and respond with an open mind to different ideas and values.
- Display a greater understanding of your time-management skills.
- Display a greater understanding of your communication style.
- Display a greater understanding of your learning styles.

### **Literature/study materials:**

For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.

### **Included in programme(s)**

Marketing Management

### **School(s)**

School of Marketing Management and Financial Economic Management

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