

## Course: Professional Skills 8

credits: 2

<b>Course code</b>	CIVB21SKI8	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Professional Skills 8	<b>Assessments</b>	Business Communication English 5 - Other assessment
<b>Study year</b>	2022-2023		Intercultural Competences 3 - Assignment - Other assessment
<b>ECTS credits</b>	2		
<b>Language</b>	English		
<b>Coordinator</b>	R. Aldea		

### Learning outcomes

Upon successful completion of this course students will be able to:

#### BCE 5

1. Write a marketing report related to the Integrated Project Assignment.
2. Write and pitch Marketing Advice keeping in mind the intercultural aspects of the company students collaborate with as part of the Integrated Project Assignment.
3. Present their work resulting from the Integrated Project Assignment in understandable, grammatically correct English while applying their intercultural sensitivity in writing and speaking.
4. Give and receive constructive feedback via Peer Review.

#### ICC 3

1. Focus on effective cooperation and use of intercultural knowledge in the marketing field
2. Identify the effect of cultural differences on strategic choices.
3. Make cultural transitions while working in an intercultural team.
4. Reflection on their own performance.

### Content

#### Level:

Intermediate

#### Content:

The course uses two topics to provide an inclusive view on which professional skills are needed in IPA 8 and as part of the students' professional identity.

#### BCE 5

This course will help students practise writing a formal business report in APA style. Additionally, they also practise pitching their IPA marketing advice with integrated cultural elements. Student collaboration and presentations skills can be further improved on the basis of peer feedback given by fellow students.

#### ICC 3

As a student at Marketing Management, you have chosen to be part of an intercultural working environment. At MM, Intercultural Communication (ICC) is an integrated part of our program. However, integrated does not automatically mean that you are aware of your intercultural sensitivity.

In this ICC course we will look at the impact cultural differences have on different aspects corporate life such as: performance of international teams, saying no and saving face while doing business, cultural decision while marketing a product internationally.

#### 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 Exchange Programme Semester 2 (Spring)  
Marketing Management

### School(s)

School of Business, Marketing and Finance