

Course: Professional Skills 1

credits: 5

Course code	CIVP20SKI1
Name	Professional Skills 1
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	J. Jager

Modes of delivery	Lecture Tutorial
Assessments	Communication English 1 - Assignment - Other assessment Communication English 1 - Written Test - Computer, organised by STAD examinations Management Skills 1 - Test - Computer, organised by STAD examinations Personal Development 1 - Other assessment

Learning outcomes

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

BCE 1

1. Give a presentation, in efficient collaboration within a culturally mixed team, about the recommendations resulting from the Integrated Assignment in understandable, grammatically correct English, using audio-visual equipment, in a professional environment;
2. Show an increased range of vocabulary related to the field of Marketing and Economics;
3. Implement basic grammar structures in active sentences;
4. Properly pronounce a wide range of professional vocabulary;
5. Identify and describe how to write a basic report regarding recommendations emanating from research done for a particular enterprise, following APA guidelines.

CMS 1

1. Explain the terms 'observe' and 'interpret' and apply them in practice.
2. Explain how different individuals can perceive a situation differently.
3. Make a professional approach to people who are important for a project's execution.
4. Identify the basic discussion skills and apply them in practice
5. Collaborate at a basic level within a project group, describing and applying the role of a chairperson, minute-taker or participant.
6. Describe and distinguish the three types of interview and explain how to draw up a simple interview schedule in order to elicit information for a
7. Appoint and apply the role of facilitator (conversation leader), discussion partner and observer in a role play.
8. Identify the rules of feedback and apply them in practice.

PD 1

1. Make a portfolio showcasing themselves in a professional way; effectively organise and plan his/her studies;
2. Identify own strengths as well as weaknesses and make a plan for their professional development;
3. Demonstrate their awareness of their own cultural background and that of her fellow students;
4. Show their awareness of the importance of effective, intercultural communication.

Content

Level:

Introduction

Content:

The course uses three topics to provide an inclusive view on which professional skills are needed in IPA 1 and as part of the students' professional identity.

BCE 1

During the course of the Integrated Assignment the students will be required to hold regular meetings with the tutor. They will also learn how to do basic research, which should lead to recommendations. During the BCE classes, the lecturer will assist with these tasks. The students will learn about the guidelines for report writing and how to formulate professional recommendations.

CMS 1

Advice training is done through the Communicative Management Skills (CMS) course, which encompasses essential skills for all professionals. MM graduates will regularly be called on to play an advisory role. As students, they are also often expected to advise on marketing matters in projects within their degree programme. In order to give good advice, you must be able to clearly ascertain the request for advice and to communicate your advice effectively. CMS therefore focuses on the basic discussion and other skills that you need to become a good advisor. Because a lot of work is done in groups, collaboration skills are another focus. The following topics are addressed during the training:

- observing,
- basic discussion skills,
- surveying/interviewing,
- feedback,
- meeting.

PD 1

Theme: orientation on the professional aspects of a Marketeer

The student has to assemble a portfolio about themselves, focusing on their professional characteristics.

The student is offered assistance with regards to effective planning and studying at Hanze UAS.

The student is taught how to analyse their own skills, identifying strengths and weaknesses from a professional point of view, and is taught how to plan for their own professional development. Role-plays, discussions and specific cases are offered to develop and improve the student's intercultural competencies.

Literature/study materials:

For the latest info, go to the reading list on intranet:

Hanze.nl/marketingprogramme or the Blackboard course.

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance

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