

## Course: Professional Skills 2

credits: 5

<b>Course code</b>	CIVP20SKI2	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Professional Skills 2		Tutorial
<b>Study year</b>	2022-2023	<b>Assessments</b>	Communication English 2 - Assignment - Other assessment
<b>ECTS credits</b>	5		Communication English 2 - Written Test - Computer, organised by STAD examinations
<b>Language</b>	English		Intercultural Competencies 1 -Assignment - Other assessment
<b>Coordinator</b>	J. Jager		Management Skills 2 - Lunarix - Other assessment
			Management Skills 2 - Training - Other assessment

### Learning outcomes

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

#### BCE 2

1. Take detailed notes while listening to a marketing-related subject and reproduce the information given in understandable, correct English.
2. Use and apply a wide range of business-related vocabulary.
3. Apply the appropriate grammatical structures that were instructed during this period.
4. Name the various aspects involved in writing a report in English, chapters and related content.
5. Write an introduction to a report about marketing research related to the Integrated Project Assignment.
6. Approach potential customers and business relations professionally and appropriately and conduct professional e-mail relations.

#### CMS 2

1. Understand the meaning of reflecting and can explain the value and usefulness for acting professionally.
2. Schedule an interview at a basic level and conduct an interview
3. Give a good presentation /know what works in a presentation and what does not

#### LUNARIS

1. Observe and recognize conflict situations and provide feedback.
2. Identify the strengths and weaknesses in cooperation with others.

#### ICC 1

1. Give a group presentation, in efficient collaboration within a culturally mixed team, relevant cultural theories in grammatically correct English, using audio-visual equipment, in a professional environment.
2. Identify and describe cultural differences and steps in the culture-awareness process, resulting in the ability to show changes in behavioural patterns.
3. Write different personal reflection reports showing your new insight with regards to cultural theories discussed.

### Content

#### Level:

Introduction

#### Content:

The course uses four topics to provide an inclusive view on which professional skills are needed in IPA 2 and as part of the students' professional identity.

#### BCE 2

During the BCE classes, lectures/workshops are offered about grammar, theory and exercises. Vocabulary and idiom are offered related to the theories on marketing-related subjects. Attention will also be paid to writing skills, including how to apply internationally accepted etiquette to professional e-mails. Some classes will focus on the theory on report-writing guidelines with extra focus on how to write the Introduction to the IPA report and how to paraphrase.

#### CMS 2

Offering advice is something you will often do in your future career. That's why you work in groups on a project in which you will eventually give a recommendation. In order to give good advice, it is important that you are able to gather relevant information through an interview. This is an important aspect of research skills. It is also important that you know how to present the opinion in an appealing way. During CMS, therefore, attention will be paid to: scheduling an interview at a basic level, conducting an interview and Giving a good presentation.

#### LUNARIS

During the study, as well as later in the professional field, you will regularly work in various groups. Therefore, you will follow the Lunarix Training. This is a computer simulation where collaboration skills, self-reflection, basic conversation skills and feedback will be addressed.

#### ICC 1

In this first ICC course, we focus on creating more awareness of what it means to be part of and work in a multicultural environment. Through discussions, student- and teacher-led activities as well as through self-reflection, we will work towards greater clarity and a deeper understanding of our own and others' cultural sensitivity.

#### 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.

**share your talent. move the world.**

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.