Course: Project Innovation Lab   credits: 10

Course code	ICVB21PRJI
Name	Project Innovation Lab
Study year	2022-2023
ECTS credits	10
Language	English
Coordinator	E.A. Mingardo

Modes of delivery
Assignment
Peer feedback
Problem-based learning
Project-based learning
Supervision

Assessments
Intercultural Communication - Other assessment
Project - Other assessment

Learning outcomes

Content

The Project in year 4 is the last project module offered by the Bachelor of International Communication before the Graduation Assignment. The assignments are executed in a Living Lab setting. In this setting, teams of students do projects on the cutting edge of sustainability and innovative communication in cooperation with clients and researchers from Living Labs at Hanze University of Applied Sciences.

In all cases, students work in project groups in close cooperation with professional clients. The assignments are based on current challenges and/or opportunities experienced by the clients, and require a proactive mind-set. In addition to carrying out research with the purpose of developing strategic solutions for communication issues that the organisation is facing, students are also challenged to bridge multiple interests and to become acquainted with new learning contexts and roles.

ICC: Students, in their communication consulting role, will explore determinant cultural aspects linked to the client assignment (project) and test their own assumptions and biases while training specific intercultural competences: how to use frameworks for cross-cultural research, how to deal with resistance in assignment negotiations, how to persuade during client presentations, how to communicate (written and oral) with international clients and stakeholders.

Competences Programme learning outcomes Junior professionals:	Programme learning outcomes Junior professionals:	Level 3 (final project phase)	Where assessed?
1. **Context & strategy**	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	**Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	**Project Y4**
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	**Monitor** recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.	**Project Y4**	
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and **evaluate** the research.	**Project Y4 + ICC**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect	**Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.	**Project Y4 + ICC**	

the behaviour of the target group.

1. Account for communication interventions based on knowledge, theory and research insights.		**Assess** insights from knowledge and theory in order to support effective communication interventions.	**Project Y4 + ICC**
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Develop** a creative concept using creative methods and techniques, and **account** for the extent to which the concept is suitable for the target group as well as the organisation's goals.	**Project Y4**
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.		**Account** for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	**Project Y4**
1. Create relevant content tailored to the concept and the organisation's goals.		**Create** relevant content and/or a **prototype of a professional product**, and **substantiate** the way that it is/they are tailored to the organisation's goals.	**Project Y4**
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Design the communication plan** for and organise the implementation of a **complex** professional product, **taking into account** target groups, goals and budgets.	**N/A**
1. **Persuasion & commitment**	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	**Advise** on the organisation's communication, taking into account the organisation's goals and communication strategy in a **complex context.**	**Project Y4 + ICC**
1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.		**Communicate** orally and in writing in a correct, target group-oriented, business-like and **convincing manner**, and are able to explain their points of view in both internal and external communication.	**Project Y4 + ICC**

1. **Connection & facilitation**	1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.	**Organise** interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information requirement.	N/A
	1. Recognise opportunities, develop initiatives and dare to experiment.	Are able to think **out of the** box, experiment and create or co-create novel solutions.	N/A

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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