

Course: Professional Skills 3: Entrepreneurial and Media Skills

credits: 5

Course code	ICVP21CC03
Name	Professional Skills 3: Entrepreneurial and Media Skills
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	H. Kiisa-Nijbroek

Modes of delivery	Practical / Training
Assessments	Advisory Skills 3 - Other assessment Language 3 - Other assessment PPD 3 - Other assessment

Learning outcomes

The following competencies are developed at level 1:

11: The student communicates orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

Content

Skills

A true entrepreneur is proactive, creative and able to use imagination. The student will need these skills to discover his own entrepreneurial qualities, develop his own entrepreneurial ideas and test them in an international market setting. He will be learning techniques which will help him to think creatively about his own cognitive framework, how to conceptualize, and how to network in a result oriented way in an international context.

Part of this training includes creative techniques such as “Six Hats” of De Bono, and Sarasvathy’s “Effectuation” model. An entrepreneurial test and knowledge on intercultural sensitivity supports him in developing a clear insight into himself as an internationally oriented, creative, networking consultant. Assignments are related to the project.

Business and creative writing skills are practiced and storytelling techniques applied to the story scenario for the movie. The student learns to write his own story for his business and media concept. This is important for his online branding.

In addition, he will be learning how to pitch, which means speaking in a persuasive manner, using powerful verbal, and non-verbal skills and visual aids.

Camera training is offered in the lab.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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