Hanze

Course: International Change Maker credits: 15

Course code	LCVM21MIC03
Name	International Change Maker
Study year	2024-2025
ECTS credits	15
Language	English
Coordinator	A.J. Berg

Modes of delivery	Assignment Guest lecture Peer feedback Practical / Training Problem-based learning Self-study Tutorial
Assessments	International Change Maker - Other assessment

Learning outcomes

PLO B4: Employs the use of (social) media analytics and metrics in the measurement of data and translates data into actionable insights to improve communication outcomes.
PLO C6: Proposes innovative solutions and original ideas to improve communication outcomes, by integrating different perspectives and by using the future.
PLO E10: Reflects purposefully on leadership, cultural values and ethics of self and others in line with professional and societal expectations.

Content

In this 15 EC module you demonstrate your competences as an International Change-Maker who helps adapt organizations to their fast-changing global environments. Leaning in this module is guided by an unifying ‘capstone’ project that connects and aligns learning across all topics in the module. The capstone project is supported by study units in online monitoring and evaluation, issues & crisis communication management and personal leadership:

Capstone project 3
The student assists client organizations in creating innovative communication interventions to address a diversity of real-world issues and challenges: sustainability, digital transformation, Artificial Intelligence (AI), disinformation and fake news. The student works in a professional environment of regional and international players, including the Professorship Communication, Behaviour and Sustainable Society, the Energy Transition Centre (Entrance) and the Digital Society Hub at Hanze University of Applied Sciences. The capstone deliverables include a solutions brief with an overview of actionable insights and novel approaches to bring value to the supporting organization.

Online Monitoring and evaluation
Professional communication has become data-driven and focused on what people are saying and doing in online places of interaction. Online data are being generated constantly and the situation and context of what needs to be measured is therefore crucial. The student learns how to collect social media messages related to the organization (social monitoring) and engage in so-called social listening to analyze the fuller spectrum of social media conversations on specific (global) issues related to the organization.

Issues Management and Crisis Communication
Organizations are faced with many issues and crises affecting their reputation. They are under constant pressure to accommodate critical stakeholders who demand to know who the company is, what it stands for and how it is acting according to societal expectations. The student will explore case studies and discuss how issues and crisis influence the communication practice of organizations. This study unit covers the latest topics in the area of issues management and crisis communication practice and theory including issues and rhetorical arenas, emotional stakeholders, new media landscapes and crisis response message strategies. Key theories are applied to a real world case study and the capstone project.

Personal Leadership: professional training
These trainings focus on leadership skills needed in the professional roles the programme offers. Personal leadership is the ability to establish one’s personal and professional goals. Personal leadership is about making a difference in the global workplace by creating a positive working environment in which cultural diversity is valued and respected. Today’s organizations and society are in need of communication leaders who know how to get things done: transform

values into actions, visions into realities, obstacles into innovations, separateness into togetherness and risks into rewards. In this study unit the student receives hands-on skills-based training in personal leadership. By exploring different leadership styles and reflecting on personal development, the student will make progress towards personal aspirations and professional goals.

Futures Literacy: professional training
Many people in organisations find it difficult to accept new ways of doing things. To facilitate doing things in a new way, this training is designed to learn the student to apply the method of Futures Literacy. Future Literacy offers insights in how we approach unforeseeable challenges by using the future to innovate the present. This is done by revealing, rethinking, and reframing our assumptions related to narratives we hold of the future.

The different elements are assessed as integrative parts of the module's master portfolio.

Contact person: Antonia Hein
Contact information: a.hein@pl.hanze.nl

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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