

## Vak: Professional Skills 8: Intercultural Facilitation & Languages

credits: 3

<b>Vakcode</b>	ICVB21INT3	<b>Werkvormen</b>	Practicum / Training
<b>Naam</b>	Professional Skills 8: Intercultural Facilitation & Languages	<b>Toetsen</b>	Advisory Skills 8 - Overige toetsing
<b>Studiejaar</b>	2022-2023		
<b>ECTS credits</b>	3		
<b>Taal</b>	Engels		
<b>Coördinator</b>	T.I. Voaides		

### Leeruitkomsten

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies	Inhoud
1. <b>Context &amp; strategy</b>	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Not Applicable (N/A)	In this block, advisory skills are focussed upon facilitating communication. Students enable others to (better) communicate with each other. They apply different communication styles and learn how to deal with conflicts. Communication in an intercultural context will also be applied.
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.	<b>Advisory Skills 8</b>		
1. <b>Target group &amp; behaviour</b>	1. Conduct applied research in a methodological way and use suitable research methods.	N/A	
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	<b>Advisory Skills 8</b>		
1. Account for communication interventions based on knowledge, theory and research insights.	N/A		
1. <b>Concept &amp; creation</b>	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	<b>Advisory Skills 8</b>	
1. Choose appropriate channels and (digital) tools in order to deliver communication	N/A		

suitable for the target group.

1. Create relevant content tailored to the concept and the organisation's goals.

#### Advisory Skills 8

#### 1. Planning & organisation

1. Design the plan for and organise the implementation of professional products, 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.

Advisory Skills 8

1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

#### Advisory Skills 8

#### 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.

N/A

1. Recognise opportunities, develop initiatives and dare to experiment.

N/A

#### Opgenomen in opleiding(en)

Int. Comm. Exchange Minor Organisations and Change Comm. International Communication

#### School(s)

Instituut voor Communicatie, Media & IT

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