

Vak: Professional Skills 3: Entrepreneurial and Media Skills

credits: 5

Vakcode	ICVP21CCO3	Werkvormen	Practicum / Training
Naam	Professional Skills 3: Entrepreneurial and Media Skills	Toetsen	Advisory Skills 3 - Overige toetsing Language 3 - Overige toetsing PPD 3 - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	H. Kiisa-Nijbroek		

Leeruitkomsten

The following competencies are developed at level 1:

- 5.11: The student communicates orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.
- 5.12: 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.

Inhoud

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. In **Advisory Skills 3** he/she will be learning techniques which will help him to think creatively about his/her 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.

Creative writing skills are practiced and storytelling techniques applied to the story scenario for the personal branding movie (CCO1 project). The student learns to write his/her own story for his/her business and media concept. In addition, he/she will be learning how to pitch, which means speaking in a persuasive manner, using powerful verbal, and non-verbal skills and visual aids.

In **Language 3**, students will explore and practice blog writing.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT