Hanze

Vak: Graduation IC — credits: 60

Vakcode	ICVB24GRA
Naam	Graduation IC
Studiejaar	2025-2026
ECTS credits	60
Taal	Engels
Coördinator	S. Veldstra
Werkvormen	Afstudeeropdracht Community of Learners
Toetsen	Graduation - Overige toetsing

Leeruitkomsten

Competency 1: Organisation, context and strategy
The student analyses, understands, and monitors the organisation, its strategy and the (international /intercultural) context in which it operates as well as developments in the professional field and translates these insights into implications for communication.

Competency 2: Target group and behaviour
The student collects and analyses data about the relevant (international / intercultural) target group(s) using suitable methods and resources in order to understand their behaviour, needs and wishes, and the factors that affect them, and translates these insights into implications for communication.

Competency 3: Concept and creation
The student creates communication products or interventions for selected channels on the basis of a described strategy, elaborated concept and selected channels and accounts for the suitability and quality of these interventions and related content for the organisation, its context and its target group

Competency 4: Planning and organization
The student is able to achieve clearly formulated objectives through project-based planning, within a certain budget (and other resources) and organises and coordinates the process between different parties, disciplines/departments, while playing a pivotal role in media productions and media planning.

Competency 5: Persuasion and commitment
The student, communicates persuasively and empathetically, and tailors messages/advice, by utilising effective communication tactics, and demonstrating critical thinking. The student is able to influence behaviour, advocate for positions, and achieve desired outcomes while adhering to ethical communication principles.

Competency 6: Connection and facilitation
The student considers and facilitates different perspectives (stakeholders, TG, etc.) while fostering collaboration and bridging ideas. Translate ideas into actions to help increase the effectiveness of employees and teams.
The student maps out the networks within and outside of the organisation and involves new networks when necessary.

Competency 7: Personal and professional development
The student demonstrates progress and a growth mindset in the process of their chosen professional and personal development and individual learning objectives.

Inhoud

During the graduation year, the focus of the program is on the development of the student into a junior communication professional, ready to enter the working field. In this last year of the study program, the student acquires knowledge necessary to make the transition to the professional field and demonstrates that he/she has mastered 7 competencies (level 3). The student does this by carrying out a wide range of assignments and projects. During the year, the student submits several data points, which proves the required level of the 7 competencies. Together, these data points form the required input for the 60 EC that the student can acquire in this graduation year. There won't be any separate tests during the year, but students will receive the 60EC at the end of the year on the basis of the submitted datapoints throughout the year.

Within the graduation year, a variety of knowledge is offered, some subjects are available to all students (professional skills such as writing, research and concepting, etc.) other subjects can be taken based on interests and preferences (electives). Students apply the insights from these knowledge sessions in projects. Through the chosen electives and projects, students can profile and specialize in the professional field.

During the year, extra attention is paid to the personal and professional development of the student. The student, under the guidance of a mentor, demonstrates that he/she has worked on personal and professional growth on selected learning objectives. Students work in so-called Communities of Learners where they have they are in the lead and are responsible, under the guidance of a mentor. Students work on a personal plan at the beginning of the academic year: their mentor will support them when creating this plan.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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