Vak: Professional Skills 4: Entrepreneurial and Media Skills — credits: 5

Vakcode	ICVP23CCO3
Naam	Professional Skills 4: Entrepreneurial and Media Skills
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	P.C.M. Swieringa
Werkvormen	Practicum / Training
Toetsen	Advisory Skills 4 - Overige toetsing Language 4 - Computer, organisatie ToetsCentrum

Leeruitkomsten

The following learning outcomes are developed at level 1:
2. 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.
11. Persuasion and Commitment: Communicate orally and in writing in a correct, target group-oriented, business-like manner, and consequently create commitment.
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.
13. Recognise opportunities, develop initiatives and dare to experiment.

Inhoud

A person with an entrepreneurial mindset is proactive, creative and able to use imagination. The student will need these skills to discover their own entrepreneurial qualities, develop their own entrepreneurial ideas and test them in an international market setting.

In Advisory Skills they will be learning techniques that will help them to think creatively about their own cognitive framework. Part of this training includes creative techniques such as “Six Hats” of De Bono, and Sarasvathy’s “Effectuation” model.

The student will also learn how to network in a result-oriented and international context, and how to pitch (assessed) in a persuasive manner, using powerful verbal, and non-verbal skills and visual aids.

In Language students work on several target group-oriented, business-like blogs. In which the focus is on writing in a concise manner and in creating commitment.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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