Hanze

Vak: Graduation IC — credits: 60

Vakcode	ICVB24GRA
Naam	Graduation IC
Studiejaar	2026-2027
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

This year focuses on your growth from student to entry-level communication professional. You'll show that you're ready to enter the professional world and that you've mastered seven key competencies at end level (level 3). You will do this by working on various assignments and projects. We don't assess separate tasks, instead, we look at your overall performance and development, which you will demonstrate in your portfolio. If everything meets the required standard, you will receive 60 credits (EC) for the entire year in one go.

Throughout the graduation year, you'll follow different types of learning and receive support. Some activities you'll do with all students, like training in writing, research, and concept development. In addition, you choose elective modules that match your interests and ambitions. You will apply what you learn straight away in projects. This helps you specialize and shape your professional profile.

Your personal and professional development is also part of your final assessment. During the year, you'll work on learning goals that you set yourself. You will do this in a Community of Learners (CoL), supported by a mentor. You are in charge of your own learning. Feedback plays an important role in this: you'll receive regular feedback from your mentor, clients, subject experts, and coaches. You'll also reflect regularly on your progress.

Opgenomen in opleiding(en)

International Communication

School(s)

Ondernemen, Communicatie & Marketing

share your talent. move the world.

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