Hanze

Exchange-programma

Toegekend diploma
-

Programmaduur
5 maanden

ECTS credits
30

Niveau eindkwalificatie
Bachelor

Vorm
Voltijd

Taal
Engels

School
Ondernemen, Communicatie & Marketing

Locaties
Groningen

Int. Comm. Exchange Minor Organisations and Change Comm.

Programmabeschrijving

You will write a report on the communication scan and compose an advice for the client based on the outcome of the analysis. You will come up with concrete suggestions about how communication can contribute to the internationalization aims of the company or institution and formulate an advice. Think about a training, a workshop, building an online platform, develop new media, etc.

In addition, you will establish a communication strategy for the organization and make appropriate recommendations about the use of communication. Change communication contributes to the creation of value for an organization in change, its external stakeholders and society (public groups). This includes well-founded means of communication to realize trust, understanding and connection to the international image of the organization.

Leeruitkomsten

The following competences are developed at level 2:

1. Intercultural and international communication
1.1 The student learns and works in an international environment with international stakeholders.
1.2 The student demonstrates awareness of different (organizational) cultures and styles of communication and adjusts professional behaviour accordingly.

2. Entrepreneurial attitude
2.1 The student demonstrates his entrepreneurial skills by a proactive attitude, thinking out of the box, building up and maintaining business relations in (international) networks to implement his ideas and independently and in a networking context translating ideas into innovative communication products based on the needs of target groups and on trends.

3. Analysing and researching
3.1 The student develops an inquisitive attitude: is critical, open, and curious about (international) trends, media, opinions and stakeholders' behaviour.
3.2 The student performs applied research independently and methodically (following ethical guidelines for good research) and develops instrumental skills to do so.
3.3 The student applies theory and often-used professional methods in order to come up with solutions or communication interventions for organisations.
3.4 The student monitors the environment inside and outside the organisation, both from an organizational and societal perspective, and translates this information into relevant knowledge for the organization.

4. Advising and connecting
4.1 The student gives well-founded advice on communication policy and communication means and contributes effectively to the organisational goals, keeping into account the budget, interests, and expectations of relevant stakeholders.
4.2 The student presents advice convincingly and accounts for the results of the advice.
4.3 The student is able to facilitate (complex) organizational changes with the aim to create support for the desired change.
4.4 The student is able to establish desired communication behaviour in people by selecting appropriate communication interventions.

5. Planning and organising
5.1 The student makes a realistic planning for a communication project that is feasible in terms of time, money and staffing and in line with the expectations of the client.

6. Creating and implementing
6.1 The student creates concepts for media products and creates media products and actively involves stakeholders in the process.
6.2 The student creates content and media in accordance with the client's wishes.
6.3 The student accounts for the choice of content and media.

7. Developing and reflecting
7.1 The student creates awareness of personal (Bildung) and professional development (values) by using feedback and reflection and is conscious of his own professional conduct and the impact thereof on others.
7.2 The student is aware of the ethical aspects of the communication profession and of the context in which he operates, can be approached on his ethical conduct and addresses the conduct of others.

Programma

Int. Comm. Exchange Minor Organisations and Change Comm.	**credits**
Communication scan & Internationalisation and Transition	25
ICVB21CSC1 - Project Communication Scan	*5*
ICVB21CSC2 - Communication and Organisations Theory	*5*
ICVB25ICF - Professional Skills 7: Intercultural facilitation	*5*
ICVB21INT1 - Project Transition and Communication	*5*
ICVB15INT2 - Intercultural Facilitation & Change Management Theory	*5*
Language Development	5
keuze uit onderstaande vakken	
LCK25DUTA1 - Dutch Language and Culture A1	*5*
LCK25DUTA2 - Dutch Language and Culture A2	*5*
LCK25DUI1 - Duitse Taal en Cultuur A2	*5*
LCK25FRE1 - Franse Taal en Cultuur A1	*5*
LCK25SPA1 - Spaanse Taal en Cultuur A1	*5*
LCK25SPA2 - Spaanse Taal en Cultuur A2	*5*
LCK25ITA1 - Italiaanse Taal en Cultuur A1	*5*

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