

Communication (E075800)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2023-2024

A (semester 1)	Dutch	Gent	lecture
			independent work
			seminar

Lecturers in academic year 2023-2024

Pollefliet, Leen	TW05	lecturer-in-charge
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Offered in the following programmes in 2023-2024

	crdts	offering
Master of Science in Electrical Engineering (main subject Communication and Information Technology)	3	A
Master of Science in Electromechanical Engineering(main subject Control Engineering and Automation)	3	A
Master of Science in Electromechanical Engineering(main subject Electrical Power Engineering)	3	A
Master of Science in Electrical Engineering (main subject Electronic Circuits and Systems)	3	A
Master of Science in Electromechanical Engineering(main subject Maritime Engineering)	3	A
Master of Science in Electromechanical Engineering(main subject Mechanical Construction)	3	A
Master of Science in Electromechanical Engineering(main subject Mechanical Energy Engineering)	3	A
Master of Science in Chemical Engineering	3	A
Master of Science in Chemical Engineering	3	A
Master of Science in Civil Engineering	3	A
Master of Science in Civil Engineering	3	A
Master of Science in Engineering Physics	3	A
Master of Science in Engineering Physics	3	A
Master of Science in Fire Safety Engineering	3	A
Master of Science in Materials Engineering	3	A
Master of Science in Sustainable Materials Engineering	3	A

Teaching languages

Dutch

Keywords

Written communication - oral communication - offline and online communication - language - spelling - report - dissertation - business letter and business email - popular scientific article - presentation skills - elevator pitch - body language - job application

Position of the course

Today, people communicate more than previously. But, do we communicate better, do we exchange our ideas and feelings more accurately in a society of Internet, email, Facebook and Twitter? What skills should the engineering student master when he wants to emphasize his technical (and other) abilities during his study period (when giving presentations, writing emails, reports and dissertations) and in his professional career later? Where does he have to focus on when he is communicating online (presentation, pitch, job application)?

More info: https://www.youtube.com/watch?v=f5p2D51xdbk&ab_channel=kalaman0032

Contents

1) Written communication:

- spelling in report, popular scientific article, dissertation, business correspondence: letter and email, application letter, cv, slide in presentation
- logical reasoning
- visual communication
- structure
- writing style
- reference
- lay-out

2) Written and oral communication:

- job application

3) Written and oral communication and more:

- presentation skills
- elevator pitch
- body language
- difference offline and online communication

4) Training of written communication

- scientific report
- popular scientific article
- application letter
- cv

4) Training of oral communication

- speech improvisation in class
- elevator pitch (recording webcam)
- oral argumentation (online)
- presentation (on campus)

Initial competences

- Good command of written and spoken Dutch
- In-depth study of lectures Writing and Speaking of Engineering Project of first bachelor

Final competences

- 1 Understanding that good communication results in successful experiences (study, work, relation ...) and realizing that language problems (in Dutch) can be solved independently by consulting language tools that are available on the Internet.
- 2 Understanding that a good command of the language is needed if the reader/listener should be impressed with the content of a written text (e.g. report, dissertation, business letter, business email, application letter, popular scientific article, academic poster ...) and of a spoken text (e.g. telephone conversation, presentation, job application, elevator pitch ...).
- 3 Understanding that body language is the most honest way of communicating and is - frequently - decisive.
- 4 Write a written document (e.g. a report, a business email, a business letter, an application letter ...) in the appropriate style, in the right tone and without language mistakes and also present them in an attractive lay-out.
- 5 Give a presentation that is correct in a verbal and a nonverbal way.
- 6 Interpret (try to interpret) the body language of the other (speaker, listener).
- 7 Understanding that extra skills are needed in order to communicate online effectively.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture, Independent work

Extra information on the teaching methods

- Dynamic and interactive lectures as introduction to knowledge clips
- Training in small groups (presentation skills)
- Knowledge clips for repeating learning material needed to finish the various tasks

Learning materials and price

- Handbook (Dutch) **Scoren met je scriptie** - Het standaardwerk voor verslagen, rapporten en projecten, off- en online - Leen Pollefliet - 330 pages + QR-codes for instruction movies and for interactive exercises on style, spelling, lay-out ... - Owl Press (<https://borgerhoff-lamberigts.be/boeken/scoren-met-je-scriptie>) - ISBN 9789463937276 (student price 30 euro) – handbook for writing a report, and a masters' thesis in Dutch = useful for the writing tasks in this course
- Handbook (Dutch) **Bij wijze van spreken** – Het standaardwerk voor mondelinge communicatie – Leen Pollefliet - (507 pagina's) - Owl Press (<https://borgerhoff-lamberigts.be/owlpress>) ISBN 9789463934381 (student price +- 39, 90 euro - can be bought at student union VTK) = reference book for presentations, academic poster sessions, elevator pitches, meetings, business telephone calls and job applications, off- and online - focus on speaking correctly, using the correct spelling on slides and posters, adapting appropriate body language, applying suited images and giving convincing arguments = useful for all oral tasks in this course and later in business
- Slides (hand-outs on the electronic learning platform)
- Knowledge clips (on the electronic learning platform)

References

References are mentioned at the end of each chapter in the workbook.

Course content-related study coaching

Lecturer is available (in the classroom and by email) for questions and extra guidance

Assessment moments

continuous assessment

Examination methods in case of permanent assessment

Oral assessment, Participation, Written assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

Permanent evaluation:

participation in class (among others speaking exercises), test on verbs, individual speaking tasks (e.g. presentation (on campus), oral argumentation (online), elevator pitch (video)), individual writing tasks (e.g. email, reflection on personality test, scientific and popular scientific report, application letter, curriculum vitae)

Calculation of the examination mark

This unit of study is marked out of 20 (rounded to a whole number) and is a weighted average of all tasks and assignments:

- Test on tenses - Speaking tasks - Writing tasks
- Presence during the continuous assessments is compulsory. Frequent unjustified absence will be sanctioned with a minus 1 mark per absence.
- No exams during exam period