

Practical Business Communication (A000223)

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

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2025-2026

A (Year)

Dutch, English, French

Gent

seminar

Lecturers in academic year 2025-2026

Hertveldt, Katie

LW06

staff member

Jacobs, Geert

LW06

lecturer-in-charge

Crible, Ludivine

LW06

co-lecturer

Offered in the following programmes in 2025-2026

[Master of Arts in Multilingual Business Communication](#)

crdts

6

offering

A

Teaching languages

French, English, Dutch

Keywords

business communication, market research, communication research, reporting, presenting

Position of the course

Specialized course in order to provide insight in communication tools, practice and applied methods in order to be able to do effective and genuine communication projects. Both communication practices in the for-profit and non-profit sectors are covered.

Contents

Two major parts are distinguished:

- A series of guest lectures by various professionals followed by discussion of diverse sub-domains of business communication: the aim is to achieve an intense introduction to the practice of the field.
- A research project in team commissioned by an external organization: qualitative and quantitative study, resulting in a comprehensive presentation and a thorough research report with conclusions and recommendations.

Initial competences

To be acquainted with scientific reporting (papers, dissertations)

Final competences

- 1 Ability to do projects related to communication tools and (internal and external) communication management in business and in the non-profit sector.
- 2 Ability to do these projects in line with academic integrity and professional effectiveness (incl. responsible use of GenAI where relevant).

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar

Extra information on the teaching methods

- active participation to the guest lectures

- conduct and report on market and communication research as part of a team.

Study material

Type: Slides

Name: slides

Indicative price: Free or paid by faculty

Optional: no

References

no specific references

Course content-related study coaching**Assessment moments**

continuous assessment

Examination methods in case of periodic assessment during the first examination period**Examination methods in case of periodic assessment during the second examination period****Examination methods in case of permanent assessment**

Skills test, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

- Evaluation of paper and oral presentation, also by external specialists.
- Peer evaluation: at the end of each project, the students evaluate each others realisations.

Calculation of the examination mark

100% not periodical

The lecturer in charge determines the grade based on peer review (4/20) and the consultant's and client's input (16/20).

Facilities for Working Students

Please consult the instructor.