

Practical Business Communication (A000223)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size *(nominal values; actual values may depend on programme)*
Credits 6.0 **Study time** 180 h **Contact hrs** 75.0 h

Course offerings and teaching methods in academic year 2022-2023

B (year)	Dutch, English, French	Gent	seminar	25.0 h
			project	50.0 h

Lecturers in academic year 2022-2023

Hertveldt, Katie	LW06	staff member
Crible, Ludivine	LW06	lecturer-in-charge

Offered in the following programmes in 2022-2023

	crdts	offering
Master of Arts in Multilingual Business Communication	6	B

Teaching languages

Dutch, English, French

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 in semester 1: 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

Ability to do projects related to communication tools and (internal and external) communication management in business and in the non-profit sector.

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

Project, 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.

Learning materials and price

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References

no specific references

Course content-related study coaching**Evaluation methods**

continuous assessment

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

Assignment, skills test

Possibilities of retake in case of permanent evaluation

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

Facilities for Working Students

Please consult the instructor.