

Practical Business Communication (A006818)

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

Credits 12.0

Study time 360 h

Course offerings and teaching methods in academic year 2026-2027

A (Year)

Dutch, English, French

Gent

work placement

Lecturers in academic year 2026-2027

Jacobs, Geert

LW06

lecturer-in-charge

Crible, Ludivine

LW06

co-lecturer

Hertveldt, Katie

LW06

staff member

Offered in the following programmes in 2026-2027

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

crdts

12

offering

A

Teaching languages

French, English, Dutch

Keywords

business communication, traineeship

Position of the course

In this course students are asked to wind up their master by demonstrating proficiency in a number of the programme's final competences (adequate presenting and reporting in business practice, strategic reflection on communication, using a writing and communicating style that is appropriate for the professional context, collaborating in multidisciplinary, diverse and/or multilingual teams) by completing a traineeship and reflecting on one's learning.

Contents

Carry out traineeship activities with a communication component in an organisation

Initial competences

Have the basic competences that are expected for the programme and that are refined during the first term - to be further developed during the traineeship

Final competences

- 1 Act independently in the domain of multilingual business communication in a professional setting
- 2 Present and report adequately, and use a writing and communication style appropriate to the professional context
- 3 Act strategically in business communication
- 4 Approach questions and problems in a problem-solving manner (out of the box)
- 5 Collaborate in multidisciplinary, diverse and/or multilingual teams
- 6 Reflect critically on one's own actions, the learning process and one's role as a future communication professional

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

Work placement

Extra information on the teaching methods

10 week traineeship

Study material

Type: Slides

Name: slides

Indicative price: Free or paid by faculty

Optional: no

References

no specific references

Course content-related study coaching

Coaching by traineeship mentor and traineeship coordinator

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

Professional practice, Oral assessment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

- traineeship mentor scores based on the professional behaviour on the job
- traineeship coordinator scores based on quality of reflection/learning during interview with the student after the traineeship

Calculation of the examination mark

100% not periodical

The lecturer in charge assigns the score based on input of the traineeship mentor and the traineeship coordinator and after completion of a series of formal obligations (active attendance at touchpoint and intervision, conducting feedback meetings, submitting diary)

Facilities for Working Students

Please consult the instructor.