

Workfloor Experience in Multilingual Communication (A703305)

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

Credits 7.0 **Study time 210 h**

Course offerings and teaching methods in academic year 2024-2025

A (Year)	Dutch	Gent	work placement excursion independent work seminar
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Lecturers in academic year 2024-2025

Wybraeke, Christophe	LW22	lecturer-in-charge
Claeys, An-Sofie	LW22	co-lecturer
Lybaert, Chloé	LW22	co-lecturer

Offered in the following programmes in 2024-2025

	crdts	offering
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	7	A
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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)	7	A

Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	7	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Turkish)	7	A

Teaching languages

Dutch

Keywords

Work placement multilingual communication

Position of the course

The study unit Work experience consists of two main components.

The first component deals with the job application process, the recruitment process and in a broader sense the entrance to the labour market.

The second component consists of a work placement.

Component 1: A number of lectures cover the job application process and are complemented by a three-day seminar which focuses on the various techniques required when applying for a job, applied HR-insights and testimonials by former students who are working in very diverse professional sectors. The job application process is studied within the context of strategic communication.

Component 2: The actual work placement which is meant as a first introduction to the labour market. The work students undertake must be related to the curriculum of the MA in Multilingual Communication and aim at reaching its predetermined learning outcomes. Students practise and improve their Dutch and foreign language skills while also gaining other substantial competencies and social skills. The students will undertake a work placement with a minimum duration of one month, during the work placement windows which have been foreseen within the academic calendar of the master programme.

Contents

Component 1, 'Job application and career guidance', consists of two parts: a job application module (1st semester) and a three-day seminar (with compulsory attendance).

This component provides students with insights into the different skills and processes which are an important part of the job application process. Students learn to analyse and write application letters and are introduced to company recruitment procedures.

Special attention is paid to the preparation of applications (finding job advertisements, analyzing profiles, recruitment platforms) and to the actual job application itself (application letter and cv, job interview, recruitment tests, etc.). Various presentations provide the students with insights into HR, professional competencies clusters and recruitment techniques. Testimonials by former students are integrated in order to give the students a comprehensive overview of their career options and job perspectives after graduating.

Component 2, the actual work placement: the students are expected to find their own placement. They will also receive an overview of the work placements of previous academic years as a source of inspiration. They have to submit their work placement proposal with the placement supervisor which consists of a detailed job description and a preparatory report containing information about the employment sector, the position of the company or organization in the market/sector concerned. The portfolio also needs to contain a detailed motivation for choosing this specific work placement and the students need to describe how they will be using their specialized training competences on the job and how they think they will further improve these.

The students can work in a professional environment and take part in the development and execution of different tasks (e.g. in a communications agency, in a communications department of a company, in the media). They can also carry out more specific tasks for which they bear the final responsibility (e.g. subtitling). Students who want to do a placement as subtitlers during Film Fest Gent and/or the Ostend Film Festival need to have taken the subtitling course in

the third year of the bachelor programme.

Initial competences

The general competences that may be expected from an academic bachelor, preferably in a discipline related to the course of studies.

Final competences

- 1 Judging and acting with the necessary dose of critical self-reflection in unpredictable, complex and specialist contexts, with special attention to the job application process and labour market orientation [MC.3.3; assessed]
- 2 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for the context of the job application process and career guidance [MC.4.1; assessed]
- 3 In the context of communication strategies of organizations, providing effective written and oral communication, both in Dutch and in two foreign languages; the Dutch language part focuses on the job application process [MC.6.1; assessed]
- 4 Integrating language and culture sensitivity and respect for diversity into the professional environment [MC.5.2; not assessed].
- 5 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies [MC.6.2; not assessed]
- 6 Making adequate use of the acquired insights into the communication of organizations, and particularly of HR-organizations and their communication with potential employees [MC.6.3; not assessed]
- 7 During the communication process, making adequate use of an advanced level of encyclopedic, topical and cultural expertise and of an advanced understanding of intercultural aspects [MC.6.5; not assessed]
- 8 During the communication process, making adequate use of traditional and electronic resources, as well as specific technological tools [MC.6.6; not assessed]
- 9 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team [MC.6.7; not assessed]

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, Excursion, Independent work, Work placement

Extra information on the teaching methods

Guidance by the coordinator at the work placement and by the university work placement supervisor.

A three-day seminar which focuses on the various techniques required when applying for a job, applied HR-insights and testimonials complements the lectures on the job application process.

Study material

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Handouts

Name: Handouts

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Excursion

Name: Seminar - location: Destelheide Dworp

Indicative price: € 120

Optional: no

References

Course content-related study coaching

By the university work placement supervisor

Consultation: the students can ask for feedback and guidance from the university work placement supervisor and from the lecturer who is in charge of the component 'Job application and labour market guidance'.

General preparatory information session for the students of Bachelor 3, complemented with master-specific information sessions.

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, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

Job application component: assignment (20%); participation in the job application seminar is compulsory. Upon motivated request a student can get a replacement assignment.

Work placement: assignment (80%)

When assessing the student's work placement the following documents are taken into account:

- (1) the work placement evaluation by the work placement provider (50%);
- (2) the evaluation of the work placement report by the Ghent University work placement supervisor (50%), including: the quality and contents of the pre-research portfolio containing information about the work placement provider and a detailed motivation for choosing this specific work placement, the contents and quality of the work placement report, the student's professional attitude in respecting deadlines, following guidelines etc., the completeness and timely composition of the work placement report, an interview with the faculty supervisor – if deemed useful, any further information gleaned by the faculty supervisor from the contacts at the placement provider.

Second session: idem.

A student who failed for the work placement can submit a new work placement report (possibly after carrying out a new work placement).

Calculation of the examination mark

See heading 'Extra information on the examination methods'

Facilities for Working Students

- Possibility to do the work placement at another time during the academic year, provided this does not interfere with other study units
- Feedback can be given by e-mail or by appointment

Addendum

A4ST