

3.00 credits

7.5 h + 15.0 h

Q2

Teacher(s)	Goedgezelschap Anne ;Jonkers Sara ;
Language :	Dutch
Place of the course	Louvain-la-Neuve
Prerequisites	B2 level of listening and reading, B2 level of speaking (Common European Framework of Reference) <i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Main themes	This course introduces the general principles of communication particularly the linguistic, sociolinguistic, pragmatic and cultural aspects of interaction. Special attention will be paid to specific characteristics of communication in the Dutch-speaking world. This general introduction will be followed by a detailed presentation of techniques which should be implemented in communication activities specific to a company: presentations to varied audiences, participation in discussions, chairing meetings, commercial negotiations, telephone conversations, etc. Exercises accompanying the course will allow students to simulate active participation in a variety of professional situations. The students' simulations will be recorded and subsequently analysed in detail.
Learning outcomes	At the end of this learning unit, the student is able to : 1 At the end of the course, students should be able to apply the general principles of communication in a Dutch-speaking business environment and they should at least have reached a B2+ oral level (Common European Framework of Reference) in Dutch.
Evaluation methods	Individual exercises (continuous evaluation) + oral presentation of a communication case from the business world based on an interview with a communications manager. September: oral presentation of a communication case from the business world based on an interview with a communications manager <i>Generative artificial intelligences (AIs) must be used responsibly and in accordance with academic and scientific integrity practices. Scientific integrity involves citing one's sources, so the use of AI must always be disclosed. The use of artificial intelligences for tests and exams are explicitly prohibited and will be considered a case of cheating. Attendance at the course is compulsory. If the teacher deems it useful, he/she may propose to the jury to object to the registration for the course examination of a student who has not regularly attended the learning activities (RGEE - art. 72).</i>
Content	The following themes will be discussed: 1) external communication including intercultural communication with foreign business partners (job interviews, information and advice to clients, telephone conversations, press conferences, etc.) 2) video communication and the power of images 3) crisis communication 4) intercultural communication (case study : China) 5) Group assignment: developing a communication plan to sell off part of a company
Other infos	Part 2 (15 hours) of the course is given by the Institut des Langues Vivantes (ILV).
Faculty or entity in charge	ELAL

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	3		
Master [120] in Public Administration	ADPU2M	3		
Master [120] in Modern Languages and Literatures : German, Dutch and English	GERM2M	3		
Master [120] in Modern Languages and Literatures : General	ROGE2M	3	LMULT2434	