




3 credits

7.5 h + 15.0 h

Q2

|                             |  |
|-----------------------------|--|
| Teacher(s)                  | Goedgezelschap Anne ;  |
| Language :                  | Dutch  |
| Place of the course         | Louvain-la-Neuve   |
| 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. |
| Aims                        | <p>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.</p> <p>1</p> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>   |
| Evaluation methods          | Individual exercises and oral examination: on a given professional situation.  |
| Teaching methods            | /  |
| Content                     | <p>The following themes will be discussed:</p> <ol style="list-style-type: none"> <li>1) external communication including intercultural communication with foreign business partners (job interviews, information and advice to clients, telephone conversations, press conferences, etc.)</li> <li>2) video communication and the power of images</li> <li>3) crisis communication</li> <li>4) intercultural communication (case study : China)</li> <li>5) Group assignment: developing a communication plan to sell off part of a company</li> </ol>  |
| Inline resources            | /  |
| Bibliography                | /  |
| Other infos                 | Part 2 (15 hours) of the course is given by the Institut des Langues Vivantes (ILV).   |
| Faculty or entity in charge | MULT   |

| Programmes containing this learning unit (UE)              |         |         |              |   |
|--|---------|---------|--------------|---|
| Program title  | Acronym | Credits | Prerequisite | Aims  |
| Master [120] in Multilingual Communication                 | MULT2M  | 3       |              |  |
| Master [120] in Modern Languages and Literatures : German  | GERM2M  | 3       |              |  |
| Master [120] in Modern Languages and Literatures : General | ROGE2M  | 3       |              |  |