

Credits	International Communication Management Year 1 2024-2025		Semester		Teaching methods (* = compulsory attendance)	Assessment	Form of assessment administration	Individual work / Teamwork	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Competences / PLOs	Contact hours	(Self) study Hours	Testing time (min)	Module coordinator
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2							Exam Period Resit						
5	CO-ICM-GIMS-F-22	Project: Global Issues			WC (*)								C&S1, C&S2	48	92		Zeynep Azar
	TOETS01	portfolio	x			PORTFOLIO	DIFFERENT	Teamwork	100%	5,5	1.9 - 1.17/1.18 - 1.20	Grade					
5	CO-ICM-IIC-F-24	Intercultural & International Communication			HC , WC								C&S1, C&G1	48	92		Han de Looper
	TOETS01	portfolio	x			EXAM ON PAPER	VIA REMINDO	Individual work	100%	5,5	1.13/ 1.18	Grade					
5	CO-ICM-ORC-F-22	Organisational Communication			HC*								C&S1, C&S2, C&G1	48	92		Barry Verbeek
	TOETS01	Cumulative exams				This exam consists of several parts				5,5		Grade					
	CT1	Written Exam part 1	x			EXAM ON PAPER	VIA REMINDO	Individual work	20 points		1.8					30	
	CT2	Written Exam part 2	x			EXAM ON PAPER	VIA REMINDO	Individual work	30 points		1.11					60	
	CT3	Written Exam part 3	x			EXAM ON PAPER	VIA REMINDO	Individual work	50 points		1.15					90	
	TOETS02	Written exam (resit)	x			EXAM ON PAPER	VIA REMINDO	Individual work	100 points	5,5	1.19	Grade				120	
5	CO-ICM-FOR-F-22	Foundations of Research			WC (*)								C&S1, C&S2, T&B1, T&B2	48	92		Olivier Nyirubugara
	TOETS01	portfolio	x			PORTFOLIO	DIFFERENT	Teamwork	100%	5,5	1.9 - 1.17/ 1.18 - 1.20	Grade					
5	CO-ICM-DS-F-22	Digital Skills			WC (*)								C&C1, C&C2	48	92		Paul Schuchhard
	TOETS01	portfolio	x			PORTFOLIO	DIFFERENT	Individual work	100%	5,5	1.9 - 1.17/ 1.18 - 1.20	Grade					
25	Total amount of credits semester 1																

5	CO-ICM-DTP1-F-22	Project: Design Thinking Project I			WC (*)								T&B1, T&B2	48	92		Lu Collara
	TOETS01	presentation		x		PRESENTATION	DIFFERENT	Teamwork	100%	5,5	2.9 - 2.17/ 2.18 - 2.20	Grade					
5	CO-ICM-DTP2-F-22	Project: Design Thinking Project II			WC (*)								C&C1, P&S1	48	92		Lu Collara
	TOETS01	presentation		x		PRESENTATION	DIFFERENT	Teamwork	100%	5,5	2.9 - 2.17/ 2.18 - 2.20	Grade					
5	CO-ICM-PJM-F-22	Project Management			WC (*)								P&O1, P&O2	48	92		Roelof Jansen
	TOETS01	portfolio		x		PORTFOLIO	DIFFERENT	Teamwork	100%	5,5	2.9 - 2.17/ 2.18 - 2.20	Grade					
5	CO-ICM-COB-F-22	Communication & Behaviour			WC (*)								T&B2	48	92		Dominique Darmon
	TOETS01	assignment		x		ASSIGNMENT	DIFFERENT	Teamwork	100%	5,5	2.9 - 2.17/ 2.18 - 2.20	Grade					
5	CO-ICM-COC-F-22	Concept & Create			WC (*)								C&C1, C&C2	48	92		Lu Collara
	TOETS01	portfolio		x		PORTFOLIO	DIFFERENT	Individual work	100%	5,5	2.9 - 2.17/ 2.18 - 2.20	Grade					
5	CO-ICM-MAR-F-22	Marketing & IMC			WC (*)								C&S1, T&B1	48	92		Karen Welter
	TOETS01	Cumulative exams				This exam consists of several parts				5,5		Grade					
	CT1	Written Exam part 1		x		EXAM ON PAPER	VIA REMINDO	Individual work	20 points		2.8					30	
	CT2	Written Exam part 2		x		EXAM ON PAPER	VIA REMINDO	Individual work	30 points		2.12					60	
	CT3	Written Exam part 3		x		EXAM ON PAPER	VIA REMINDO	Individual work	50 points		2.16					90	
	TOETS02	Written exam (resit)		x		EXAM ON PAPER	VIA REMINDO	Individual work	100 points	5,5	2.19	Grade				120	
5	CO-ICM-ECS1-F-22	Educational Success Coaching (ESC)			WC (*)								all LOs	48	92		Carla Wood
	TOETS01	professional interview		x		PORTFOLIO	DIFFERENT	Individual work	100%		2.9 - 2.17/ 2.18 - 2.20	P/F					
35	Total amount of credits semester 2																

Credits	International Communication Management Year 2 (new) 2024-2025		Semester		Teaching methods (* = compulsory attendance)	Assessment	Form of assessment administration	Individual work / Teamwork	Weight	Minimum Mark	Exam Period		Grade - P/F - G/P/F	Competences / PLOs	Contact hours	(Self) study Hours	Testing time (min)	Module coordinator
	Study- unit and Exams (* Qualitive requirement for BSA)		1	2							Exam Period Resit							
30	Minor																	
			x															
30	Total amount of credits term																	

15	CO-ICM-PPS-M-23	SDG Public Project			wc					Zie artikel 4.6				C&S1, C&S2, T&B1, T&B2, P&O1, P&O2, P&S1, P&S2, C&G1	96	224		Barry Verbeek
	TOETS01	SDG Public Project		x		PROJECT	DIFFERENT	Teamwork	100%	5,5	2.1 - 2.19/2.20	Grade					na	
5	CO-ICM-MVL-M-23	Media & Storytelling			wc					Zie artikel 4.6				T&B1, T&B2, C&C1, C&C2, P&S1	48	92		Olivier Nyirubugara
	TOETS01	Media & Storytelling		x		PORTFOLIO	DIFFERENT	Teamwork	100%	5,5	2.1 - 2.18/2.19 - 2.20	Grade					na	
5	CO-ICM-SCO-M-23	Sustainable Communication			wc					Zie artikel 4.6				C&S1, T&B2	48	92		Karen Welter
	TOETS01	Sustainable Communication		x		PORTFOLIO	DIFFERENT	Teamwork	100%	5,5	2.1 - 2.18/2.19 - 2.20	Grade					na	
5	CO-ICM-PRE-M-24	Public Relations			wc					Zie artikel 4.6				C&S1, C&S2, T&B1, P&O1,	48	92		Zah Kahar
	TOETS01	Cumulative exams				This exam consists of several parts				5,5		Grade						
	CT1	Public Relations 1		x		EXAM ON PAPER	VIA REMINDO	Individual work	50 points		2.9						75	
	CT2	Public Relations 2		x		EXAM ON PAPER	VIA REMINDO	Individual work	50 points		2.16						75	
	TOETS02	Written exam (resit)		x		EXAM ON PAPER	VIA REMINDO	Individual work	100 points	5,5	2.20	Grade					150	
30	Total amount of credits term																	

Credits	International Communication Management Year 3 2024-2025		Semester		Teaching methods (* = compulsory attendance)	Assessment	Form of assessment administration	Individual work / Teamwork	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Module coördinator 1/ Module coördinator 2	Competences / PLOs	Contact hours	(Self) study Hours	Testing time (min)	Module coordinator
	Study- unit and Exams (* Qualitive requirement for BSA)		1	2							Exam Period Resit							
15	CO-ICM-AP-M-24	Advice Project			HC + WC*								Peter Hanssen	C&S1, C&S2, T&B1, T&B2, C&C1, C&C2, P&O1	84	392		Peter Hanssen / Lu Collara
	TOETS01	Project Proposal	x			ASSIGNMENT	VIA BRIGHTSPACE	Teamwork	25%	5,5	1.9 / 1.17	Grade						
	TOETS02	Strategic Advice report	x			REPORT	VIA BRIGHTSPACE	Teamwork	75%	5,5	1.18 / 2.3	Grade						
5	CO-ICM-ECS-M-21	Educational Success Coaching (ESC 3)**			WC (90)								Carla Wood	P&S1, P&S2, C&G1	28	140		Carla Wood
	TOETS01	Placement Prep Portfolio	x			PORTFOLIO	DIFFERENT	Individual work	100%		whole year with a maximum of 2 chances per year	P/F						
5	CO-ICM-CM-M-24	Change Management			HC + WC								Zah Kahar	C&S1, C&S2, T&B1, T&B2	14	70		Zah Kahar
	TOETS01	Change Management exam	x			EXAM ON PAPER	VIA REMINDO	Individual work	100%	5,5	1.8 / 1.15	Grade					90	
5	CO-ICM-PRS3-M-24	Practical Research Skills III			WC* (90)								Madelief Bertens	T&B1	14	70		Madelief Bertens
	TOETS01	Presentation	x			PRESENTATION	DIFFERENT	Individual work	100%	5,5	1.17/2.2	Grade						
30	Total amount of credits semester 1																	
30	CO-ICM-PLCM-M-21	Placement			Practice*					Zie artikel 4.6				all LOs	42	798		Lu Collara
	TOETS01	Professional Interview		x		CRITERIUM ORIENTED INTERVIEW	DIFFERENT	Individual work	100%	5,5	whole year **	Grade					60	
30	Total amount of credits semester 2																	

* In order to participate in the graduation internship, the following entry requirements apply:
the Propedeuse (60 ECTS) phase is completed.
at least 70 ECTS were obtained from the main phase.

** the module has various submission moments during the academic year. The exact dates can be found in the manual and on Bright Space

YEAR 1										
BEZEM										
Credits	International Communication Management Year 3 2024-2025		Semester		Assessment	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Module coordinator 1/ Module coordinator 2
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2						
			Exam Period Resit							
5	CO-ICM-IC-F-23	Intercultural communication								Han de Looper
	TOETS01		X		PORTFOLIO	100%	5,5		Grade	

YEAR 2

BEZEM											Competences / PLOs	Converted course / assignment	Toetsvorm	Contact person	Toetsmoment	
Credits	International Communication Management Year 3 2024-2025		Semester		Assessment	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Module coordinator 1/ Module coordinator 2						
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2											Exam Period Resit	
5	CO-ICM-PRE-M-23	Public Relations								Zah Kahar						
	TOETS01			X	ASSIGNMENT	100%	5,5		Grade		1, 2, 5					
4	CO-ICM-AS-M-18	Advisory Skills														
	TOETS01	Advisory Skills exam	X		ORAL EXAM	50%	5,5	1.8 / 2.5 of 2.6	Grade	Barry Verbeek		Same format	ORAL EXAM	Barry Verbeek	1.8 / 2.5 of 2.6	
	TOETS02	English: Report Writing portfolio		X	PORTFOLIO	50%	5,5	2.9/ 3.9	Grade	Olivier Nyirubugara		Replacement assignment	WRITTEN ASSIGNMENT	Olivier Nyirubugara	2.9/ 3.9	
3	CO-ICM-PCT-M-18	Public Communication Theory								Paul Schuchhard				Paul Schuchhard		
	TOETS01	Public Communication Theory exam	X		EXAM ON PAPER	100%	5,5	1.8 / 2.5 of 2.6	Grade		2, 5	Same format	EXAM ON PAPER		1.8 / 2.5 of 2.6	
6	CO-ICM-MRP-M-18	Media Relations								Olivier Nyirubugara				Olivier Nyirubugara		
	TOETS01	Media Relations Practical ; Portfolio 1	X		PORTFOLIO	40%	5,5	1.9/ 2.9	Grade		1, 2, 4, 5	Same format	PORTFOLIO		1.9/ 2.9	
	TOETS02	Media Production: Portfolio 2	X		PORTFOLIO	30%	5,5	1.9/ 2.9	Grade			Same format	PORTFOLIO		1.9/ 2.9	
	TOETS03	Media Relations Theory exam	X		EXAM ON PAPER	30%	5,5	1.8 / 2.5 of 2.6	Grade			Same format	EXAM ON PAPER		1.8 / 2.5 of 2.6	
2	CO-ICM-ECS2-H-18	Educational Career Supervision 2 (ECS2)								Carla Wood				Carla Wood		
	TOETS01	Portfolio		X	PORTFOLIO	100%	5,5	2.9/ 3.9	P/F			Replacement assignment	PROFESSIONAL INTERVIEW		2.9/ 3.9	
3	CO-ICM-CCOM-M-18	Corporate Communication								Barry Verbeek				Barry Verbeek		
	TOETS01	Corporate Communication exam		X	EXAM ON PAPER	100%	5,5	2.8/ 3.5 of 3.6	Grade		1, 2, 3, 5	Replacement assignment	ORAL EXAM		2.8/ 3.5 of 3.6	
5	CO-ICM-PRS2-M-20	Practical Research Skills II														
	TOETS01	Practical Research Skills II portfolio		X	PORTFOLIO	60%	5,5	2.9/ 3.9	Grade	Zeynep Azar	1, 2	Exam on paper	24-hour take home exam	Zeynep Azar	2.9/ 3.9	
	TOETS02	Content Analysis paper		X	ASSIGNMENT	40%	5,5	2.9/ 3.9	Grade	Olivier Nyirubugara		Same format	ASSIGNMENT	Olivier Nyirubugara	2.9/ 3.9	
4	CO-ICM-PPC-M-21	Project Public Communication								Paul Schuchhard				Paul Schuchhard		
	TOETS01	Project Public Communication paper		X	ASSIGNMENT	100%	5,5	2.9/ 3.9	Grade		1, 2, 3, 4, 5	Same format	ASSIGNMENT		2.9/ 3.9	

YEAR 3

BEZEM										
Credits	International Communication Management Year 3 2024-2025 (old)		Semester		Assessment	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Module coordinator 1/ Module coordinator 2
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2						
			Exam Period Resit							
17	CO-ICM-AP-M-22	Advice Project								Peter Hanssen
	TOETS01	Project Proposal	X		ASSIGNMENT	25%	5,5	1.9 / 1.19	Grade	
	TOETS02	Strategic Advice report	X		REPORT	75%	5,5	1.17 / 2.2	Grade	
4	CO-ICM-CM-M-21	Change Management								Zah Kahar
	TOETS01	Change Management exam	X		EXAM ON PAPER	100%	5,5	1.8 / 1.15	Grade	
4	CO-ICM-PRS3-M-21	Practical Research Skills III								Madelief Bertens
	TOETS01	Portfolio	X		PORTFOLIO	100%	5,5	1.17/1.20	Grade	

YEAR 2

CONVERSIE											Competences / PLOs	Converted course / assignment	Toetsvorm	Contact person	Toetsmoment					
Credits	International Communication Management 2024-2025		Term				Assessment	Weight	Minimum Mark	Exam Period						Grade - P/F - G/P/F	Module coordinator 1/ Module coordinator 2			
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2	3	4									Exam Period Resit			Herkansingsmoment		
3	CO-ICM-BPM-M-18	Budgeting and Project Management											1, 3			Lu Collara				
	TOETS01	Budgeting and Project Management	X							EXAM ON PAPER	100%	5,5	1.8 / 2.5 or 2.6	Grade			CO-ICM-PJM-F-22 Project Management	PORTFOLIO		Conform OLP

Credits	Additional Assignments		Term				Teaching methods (* = compulsory attendance)	Assessment	Form of assessment administration	Individual work / Teamwork	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Competences / PLOs	Contact hours	(Self) study Hours	Testing time (min)	Module coordinator
	Study- unit and Exams (* Qualitative requirement for BSA)		1	2	3	4													
2	CO-ICM-ECAA-M-22*	Educational Career Supervision (ECS 3)** Additional Assignment										Zie artikel 4.6					56		Exam Board
	TOETS01	ECS Additional Assignment	x	x	x	x		ASSIGNMENT	N/A	Individual work	100%		whole year with a maximum of 2 chances a year	P/F					
variable	CO-ICM-PLAA-M-22*	Placement Additional Assignment										Zie artikel 4.6							Exam Board
	TOETS01	ECS Additional Assignment	x	x	x	x		ASSIGNMENT	N/A	Individual work	100%		whole year with a maximum of 2 chances a year	P/F					

* Deze cursus is voor studenten met een conversie van de oude PPT en Final Paper die 2 EC tekortkomen en een extra opdracht Educational Career Supervision gaan volgen. Deze opdracht is enkel beschikbaar via een verzoek bij de examencommissie via OSIRIS-ZAAK.

** Deze cursus is voor studenten met een conversie van de oude PPT en Final Paper die EC tekortkomen en een extra opdracht Placement gaan volgen. Het aantal EC is afhankelijk van het examenprogramma van de student en hoeveel EC de student tekortkomt. De studiebelasting van de opdracht wordt hierop aangepast. Deze opdracht is enkel beschikbaar via een verzoek bij de examencommissie via OSIRIS-ZAAK.