

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 (* Qualitive 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					

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 (* Qualitative 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	Consulting with Impact			wc					Zie artikel 4.6				C&S1, T&B2	48	92		Karen Welter
	TOETS01	Consulting with Impact		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						45	
	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					120	
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														
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	

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						
5	CO-ICM-IC-F-23	Intercultural communication								Han de Looper
	TOETS01		X		PORTFOLIO	100%	5,5		Grade	

YEAR 2
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	Competences / PLOs	Converted-course-assignment	Toetsvorm	Contact-person	Toetsmoment	Via-remindo
	Study-unit and Exams (* Qualitative requirement for BSA)		1	2												
5	CO-ICM-PRE-M-23	Public Relations								Zah Kahar						
	TOETS01			X	ASSIGNMENT	100%	5,5		Grade							
4	CO-ICM-AS-M-18	Advisory Skills									1, 2, 5					
	TOETS01	Advisory Skills exam	X		ORAL EXAM	50%	5,5	1.8 / 2.5 of 2.6	Grade	Barry Verbeek		Same-format	ORALEXAM WRITTEN ASSIGNMENT	Barry Verbeek	1-8 / 2-6 of 2.6	nee
	TOETS02	English: Report Writing portfolio		X	PORTFOLIO	50%	5,5	2.9/ 3.9	Grade	Olivier Nyirubugara		Replacement-assignment		Olivier Nyirubugara	2.9/3.9	nee
3	CO-ICM-PCT-M-18	Public Communication Theory								Paul Schuchhard	2, 5					
	TOETS01	Public Communication Theory exam	X		EXAM ON PAPER	100%	5,5	1.8 / 2.5 of 2.6	Grade			Same-format	EXAM-ON-PAPER		1-8 / 2-6 of 2.6	ja
6	CO-ICM-MRP-M-18	Media Relations								Olivier Nyirubugara	1, 2, 4, 5					
	TOETS01	Media Relations Practical ; Portfolio 1	X		PORTFOLIO	40%	5,5	1.9/ 2.9	Grade			Same-format	PORTFOLIO		1.9/2.9	nee
	TOETS02	Media Production: Portfolio 2	X		PORTFOLIO	30%	5,5	1.9/ 2.9	Grade			Same-format	PORTFOLIO		1.9/2.9	nee
	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 / 2-6 of 2.6	ja
2	CO-ICM-ECS2-H-18	Educational Career Supervision 2 (ECS2)								Carla Wood						
	TOETS01	Portfolio		X	PORTFOLIO	100%	5,5	2.9/ 3.9	P/F			Replacement-assignment	PROFESSIONAL-INTERVIEW		2.9/3.9	nee
3	CO-ICM-CCOM-M-18	Corporate Communication								Barry Verbeek	1, 2, 3, 5					
	TOETS01	Corporate Communication exam		X	EXAM ON PAPER	100%	5,5	2.8/ 3.5 of 3.6	Grade			Replacement-assignment	ORALEXAM		2.8/ 3.5 of 3.6	ja
5	CO-ICM-PRS2-M-20	Practical Research Skills II									1, 2					
	TOETS01	Practical Research Skills II portfolio		X	PORTFOLIO	60%	5,5	2.9/ 3.9	Grade	Zeynep Azar		Exam-on-paper	24-hour take-home-exam	Zeynep Azar	2.9/3.9	nee
	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	nee
4	CO-ICM-PPC-M-21	Project Public Communication								Paul Schuchhard	1, 2, 3, 4, 5					
	TOETS01	Project Public Communication paper		X	ASSIGNMENT	100%	5,5	2.9/ 3.9	Grade			Same-format	ASSIGNMENT	Paul Schuchhard	2.9/3.9	nee

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	via Remindo
	Study-unit and Exams (* Qualitative requirement for BSA)		1	2							
17	CO-ICM-AP-M-22	Advice Project								Peter Hanssen	
	TOETS01	Project Proposal	X		ASSIGNMENT	25%	5,5	1.9 / 1.19	Grade		nee
	TOETS02	Strategic Advice report	X		REPORT	75%	5,5	1.17 / 2.2	Grade		nee
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		ja
4	CO-ICM-PRS3-M-21	Practical Research Skills III								Madelief Bertens	
	TOETS01	Portfolio	X		PORTFOLIO	100%	5,5	1.17/1.20	Grade		nee

YEAR 2
CONVERSIE

Credits	International Communication Management 2024-2026		Term				Assessment	Weight	Minimum Mark	Exam Period	Grade - P/F - G/P/F	Module coordinator 1 / Module coordinator 2	Competences - PLOs	Converted-course-assignment	Toetsvorm	Contact-person	Toetsmoment
	Study-unit and Exams (* Qualitative requirement for BSA)		1	2	3	4											
3	CO-ICM-BPM-M-18	Budgeting and Project Management										Roslof Janssen	1, 3			Lu Collara	
	TOETS01	Budgeting and Project Management	*						1-8 / 2-6 of 2.6	Grade				CO-ICM-PJME-22 Project Management	PORTFOLIO		Conform OLR

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							Exam Period Resit						
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.