

Strategic Business Communication

2025 - 2026

Is part of the next programmes:

- M0012004 Master of Computer Science: Software Engineering
- M0012005 Master of Computer Science: Data Science and Artificial Intelligence
- M0004009 Master of Biomedical Sciences: Molecular Mechanisms of Diseases
- M0012006 Master of Computer Science: Computer Networks
- M0008000 Master of Physics
- M0003002 Master of Biology: Evolution and Behavioral Biology
- M0010002 Master of Drug Development: Biopharmaceutical Sciences
- M0001000 Master of Biochemistry and Biotechnology
- M0004004 Master of Biomedical Sciences: Clinical Scientific Research
- M0047002 Master of Biology: Global Change Biology
- P0037000 Postgraduate of entrepreneurship for sciences and biomedical sciences

Course Code:

2001FBD00D

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|----------------------------------|--|
| Study Domain: | Business sciences |
| Semester: | 1E SEM |
| Contact Hours: | 52 |
| Credits: | 6 |
| Study Load (hours): | 168 |
| Contract Restrictions: | Exam contract not possible |
| Language of Instructions: | NED |
| Lecturer(s): |  Mariëlle Leijten  Nina Vandermeulen |
| Examperiod: | exam in the 1st semester |

1. Prerequisites *

extra commentary:

Dutch at mother tongue level

specific prerequisites for this course

This course cannot be taken with an exam contract.

2. Learning outcomes *

- To plan the message by defining purpose, analyzing audience, selecting channel and medium

- To organize and compose the message by selecting appropriate organizational formats;
- To revise the message by editing, rewriting, producing and proofreading (together with peers).

3. Course contents *

This course consists of three components: management communication, technical communication, and business communication. Together, the components form an introduction to management and strategic business communication in Dutch. Different topics of professional communication (oral and written; internal and external communication) are dealt with. The approach is modular and non-comprehensive: a few representative communication themes are treated in depth, so that the student can get acquainted with subjects that are relevant to middle management employees in a medium to large-sized organization.

4. International dimension *

5. Teaching method and planned learning activities

5.1 Used teaching methods *

Class contact teaching

- Lectures
- Practice sessions
- Seminars/Tutorials
- Skills training

Personal work

- Exercises

Assignments

- Individually
- In group

Case studies

- Individually
- In group
- Directed self-study
- Portfolio

5.2 Planned learning activities and teaching methods

As far as the planning is concerned, we refer to the 'studiewijzer'. This document will be made available through blackboard.

5.3 Facilities for working students *

6. Assessment method and criteria *

6.1 Used assessment methods *

- Skill test

Continuous assessment

- Exercises
- Assignments
- Case studies
- Participation in classroom activities

Self-directed assessment

- Peer-assessment

Other assessment methods

- Portfolio
- Presentation

6.2 Assessment criteria *

See Studyplanner

7. Study material

7.1 Required reading *

- Artikelen en handouts (via BlackBoard)
- Calliope (www.calliope.be)

7.2 Optional reading

The following study material can be studied voluntarily :

none

8. Contact information *

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9. Tutoring

Refresh your general knowledge of strategic communication and the Dutch language by reading general literature:

- Janssen, D. (2007). *Zakelijke Communicatie*, Groningen, Wolters-Noordhoff.
- Renkema, J. (2005). *Schrijfwijzer*, Sdu uitgeverijen
- Jansen, C., Steehouder, M. & Gijsen, M. (red.) (2005). *Professioneel communiceren: Taal en communicatiegids*. Groningen: Martinus Nijhoff.
- Jaspers, J. & Van Weeren, M. (2005). *Professionals en schrijfwerk*. Academic Services.
- Molen, H.T. van der & Kluytmans, F. (2005). *Gespreksvoering. Basisvaardigheden en Gespreksmodellen*. Groningen: Wolters-Noordhoff.

When looking for a specific topic, try

- <http://www.onzetaal.nl/advies/indeling.php>
- <http://taaladvies.net/>
- <http://www.let.ru.nl/ans/e-ans/>