Multimedia Skills	
Name course:	Multimedia Skills
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Business Skills and Languages
Study load:	2 ECTS/ 56 hours
Lecturer:	Ruben Brouwer

Content course	
Course description	During this course you will learn to use various multimedia tools. You will learn how to use different ones and how you can use these spefically to transfer a message within business. By that you will be trained, as a business consultant, in how to convince your client or stakeholders through a professional standard of working.

Core competences and learning objectives	
Organizational behavior Design Change	The student is able to: ■ Use various multimedia tools. ■ Transfer a message by using a media tool for a higher standard of a professional presentation. ■ Decide which media tool is useful in which situation. ■ Convice a client or stakeholder when presenting.

General course information	
Required previous knowledge	None.
Recommended literature	None. Tools provided online.
Way of working	During class you will be introduced to various multimedia products. Partly during and mainly after class you will practise with various media tools supported by online tutorials. You will compose these into one final portfolio from which you will choose one mediatool to present in the last week of the course. The presentation in the last week is the final exam for this course, where you'll need to convince your client.
Exam	Portfolio and presentation.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 2 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.