



MULT2M

2023 - 2024

MULT2M - Introduction

Introduction

Introduction

This Master's degree is geared towards acquiring communication skills (both written and oral) and professional tools relating to the business world. The classes are delivered in the target language and include specialized exercises and case studies.

Organized in collaboration with the Faculty of Economic, Social and Political Sciences and Communication, the Master's prepares students for a career in business. The programme includes an internship in a company where one of the two languages studied is spoken. You will spend three months working full-time in a company in Belgium or abroad.

Your profile

You

- have a Bachelor's in Human Sciences and are looking for a business-orientated course;
- have a good command of two modern languages and wish to put your language skills into practice in a business context;
- are looking to gain significant initial work experience;
- are working towards a management or communications role in international business.

Your programme

The Master's programme offers you

- intensive study of two modern languages (French, English, Dutch or German) and business language communication skills;
- workplace immersion;
- a versatile professional profile;
- the possibility of carrying out part of your programme at KU Leuven or abroad as part of an international exchange programme;

MULT2M - Teaching profile

Learning outcomes

The [Master \[120\] in Multilingual Communication](#) with a Professional Focus in Languages for Business Communication gives you the expertise, competence and critical analysis skills to set you up as a responsible player in the world of national and international business.

Graduates of the course will integrate easily into a company or organization in a role such as multilingual communications specialist, public relations manager or recruitment manager. They will bring to the company/organization a whole range of knowledge and skills developed and acquired during their degree course:

- an excellent command, both written and spoken, of at least two of the following modern languages: German, English, French and Dutch;
- knowledge and understanding of how a company/organization operates, specifically in the area of communications. These skills will have been acquired principally through immersion in a company (minimum three-month internship);
- knowledge of the economic, legal, social and political situation in some of the countries of the languages studied;
- knowledge and understanding of interpersonal and intercultural communication;
- the knowledge and understanding they have gained from university study: academic research and rigorous methodology.

Graduates will also have learned how to take a critical and constructive look at themselves and the world around them, making them highly adaptable and open to further learning.

Graduates of the [Master \[120\] in Multilingual Communication](#) will have acquired the necessary knowledge and skills to take on the role of responsible player and communicator and apply their expertise to society and the business world (companies/organizations).

On successful completion of this programme, each student is able to :

1. Have a good practical knowledge and command of the two major languages studied (German, English, French or Dutch) to at least Level C1* for listening and reading comprehension and a minimum of Level B2* for oral and written expression and interaction, and will thus be able to make a valuable contribution to projects in the business/corporate field.

(*) [Common European Framework of Reference for Languages](#)

1.1. Have a command of specific business/corporate vocabulary in the two target languages;

1.2. Have the ability to critically analyse and understand written and oral texts on general or business/corporate topics, including long, complex documents, in the two target languages and be able to exploit the details and nuances of these documents;

1.3. Be able to speak the two target languages fluently and to interact spontaneously, with ease and in a logically structured manner on general or business-related topics and strategically within a company/organization at a national and/or international and multicultural level;

1.4. Be able to draft clear, well-structured and well-argued general or specific texts for business use in the two target languages. These documents will comply with the appropriate conventions and will be tailored to the target audience and objectives.

2. Have the ability to communicate, converse and collaborate in a professional manner and devise and manage pertinent communication strategies for business/corporate projects.

2.1. Have a sound knowledge and understanding of the key elements of communication and communication strategies in an organization/company;

2.2. Be able to devise and implement context-appropriate communication strategies for business/corporate projects;

2.3. Have the ability to communicate, orally and in writing, on complex topics (information, ideas, conclusions, specific courses of action, and the underlying principles and know-how) in a clear, structured, well-argued manner in line with the communication standards specific to the context and tailored to the target audience and objectives;

2.4. Be able to engage in respectful, constructive dialogue and interaction with different types of people (from various socio-cultural backgrounds, positions, spheres of action and areas of expertise), demonstrating a listening ear, an open mind, detachment and assertiveness;

2.5. Have effective teamwork skills (in a national and/or international and multicultural environment) and demonstrate leadership ability when necessary.

3. Be able to comment on, analyse and take a critical look at the economic, legal, social and political situation in some of the countries of the languages studied, including the political institutions, the various social partners and the major social issues debated in some of these countries.

3.1. Know, understand, analyse and take a critical look at the economic, legal, social and political situation in some of the countries of the languages studied, including the political institutions and social partners (employers, trade unions, etc.) at the heart of the business community in these countries;

3.2. Be able to use this knowledge to analyse and cast a critical, layman's eye on the major social issues debated in some of the countries of the languages studied;

3.3. Be able to use this knowledge to analyse and cast a critical eye on the situations in which graduates will play an active role to allow them to find their position and take relevant, well-thought-out action.

4. Be capable of successfully managing a communications-related project within a company or organization, adopting a responsible, independent, well-considered approach.

4.1. Know and understand the project management process (project cycles): project formulation and definition, management, monitoring and evaluation;

4.2. Be able to adapt a communications-related project to its environment, identifying the challenges, constraints and players, and formulate clearly defined objectives;

- 4.3. Alone or as part of a team, be able to plan and develop all the stages of a communications-related project and, having allocated the tasks, collaborate with all parties involved;
 - 4.4. Alone or as part of a team, be able to take and assume responsibility for the decisions required for effective management of the project in order to achieve the targets set;
 - 4.5. Be capable of involving key players in the process as and when required.
5. Understand their role within the company/organization and exercise it in line with the company's operating policies and environment (capitalizing on their internship experience).
- 5.1. Have an understanding of the internal workings of a company/organization and the role of its players and be able to adapt to these operations within the wider local and international social, political and economic context;
 - 5.2. Understand their own role and remit within the company/organization, specifically in terms of its communications, and vis-à-vis the different internal and external stakeholders, allowing them to operate competently and effectively;
 - 5.3. Be able to adapt to the specific environment of the company/organization they work for (e.g. the company's structure and culture; national and/or international and multicultural context; language policies);

Detailed programme by subject

CORE COURSES [75.0]

- Mandatory
 - ✘ Optional
 - △ Not offered in 2023-2024
 - ⊖ Not offered in 2023-2024 but offered the following year
 - ⊕ Offered in 2023-2024 but not the following year
 - △ ⊕ Not offered in 2023-2024 or the following year
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⌘ Economics course

This option must be chosen in the second annual block.

- Mandatory
- Optional
- Not offered in 2023-2024
- Not offered in 2023-2024 but offered the following year
- Offered in 2023-2024 but not the following year
- Not offered in 2023-2024 or the following year
- Activity with requisites
- Open to incoming exchange students
- Not open to incoming exchange students
- Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Year

1 2

Content:

<input checked="" type="radio"/> LCOMU2310	Organizations strategies and strategic communication	Sandrine Agie De Selsaeten Emmanuel Goedseels	EN [q1] [30h] [5 Credits]		X
<input checked="" type="radio"/> LCOMU2615	Corporate communication	Tama Rchika (compensates Damien Renard)	FR [q1] [30h+15h] [5 Credits]		X
<input checked="" type="radio"/> LCOMU2706	Management de la communication	Catherine Alexandre Bruno Fierens	FR [q1] [30h] [5 Credits]		X

OPTION IN COMMUNICATION: JOURNALISM [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫🌐 Not open to incoming exchange students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Year

1 2

o Content:

○ LCOMU2428	Enjeux journalistiques de l'actualité et des institutions européennes	Anne-Sophie Bruyndonckx Gaspard Grosjean Olivier Le Bussy	(FR) [q1] [30h] [5 Credits] 🌐	X	X
○ LCOMU2429	Socio-économie du journalisme et des médias d'information	Bernard Marchant Olivier Standaert	(FR) [q2] [22.5h] [5 Credits] 🌐	X	X
○ LCOMU2430	Ethical and Critical Analysis of Journalism	Benoît Grevisse	(FR) [q1] [30h] [5 Credits] 🌐	X	X

OPTION IN SOCIO-EDUCATIONAL COMMUNICATION [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫🌐 Not open to incoming exchange students
- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Year

1 2

o Content:

○ LCOMU2600	Scientific popularisation	Joël Saucin (compensates Jerry Jacques)	(FR) [q1] [30h] [5 Credits] 🌐	X	X
○ LCOMU2640	Media education and media literacy	Thibault Philippette	(FR) [q1] [30h] [5 Credits] 🌐	X	X
○ LCOMU2663	Effets éducatifs des médias	Martin Culot Valéria Ligurgo	(FR) [q1] [30h] [5 Credits] 🌐	X	X

OPTION IN COMMUNICATION: MEDIA LITERACY [15.0]

Maximum 10 MULT students per year, selected by the jury on the basis of a letter of motivation sent to the [president of the jury](#).

- Mandatory
 - ✘ Optional
 - △ Not offered in 2023-2024
 - ⊖ Not offered in 2023-2024 but offered the following year
 - ⊕ Offered in 2023-2024 but not the following year
 - △ ⊕ Not offered in 2023-2024 or the following year
 - Activity with requisites
 - 🌐 Open to incoming exchange students
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OPTION IN MANAGEMENT [15.0]

Students choosing this option course are required to have taken the Minor in Management.

- Mandatory
 - ✘ Optional
 - △ Not offered in 2023-2024
 - ⊖ Not offered in 2023-2024 but offered the following year
 - ⊕ Offered in 2023-2024 but not the following year
 - △ ⊕ Not offered in 2023-2024 or the following year
 - Activity with requisites
 - 🌐 Open to incoming exchange students
 - 🚫 Not open to incoming exchange students
 - [FR] Teaching language (FR, EN, ES, NL, DE, ...)
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OPTION IN 'BEDRIJFSCOMMUNICATIE' [15.0]

This option must be followed at the KU Leuven.

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊙ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫 Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

Year

1 2

o Content:

				Year	
⊗ EMULT2200	Linguistic Aspects of Communication Techniques and Strategies (KU Leuven)		NL [q1] [26h] [5 Credits] 🌐	X	X
⊗ EMULT2201	Dutch Business Communication: Foundations (KU Leuven)		NL [q1] [39h] [5 Credits] 🌐	X	X
⊗ EMULT2202	Language and Culture (KU Leuven)		NL [q1] [39h] [5 Credits] 🌐	X	X
⊗ EMULT2203	Business Communication (KU Leuven)		NL [q1] [26h] [5 Credits] 🌐	X	X
⊗ EMULT2204	Advertising Theory		NL [q1] [52h] [5 Credits] 🌐	X	X
⊗ EMULT2207	Consumer Behaviour (KU Leuven)		EN [q1] [39h] [5 Credits] 🌐	X	X
⊗ EMULT2208	Digital Marketing (B-KUL-S0F11A)		EN [q2] [26h] [5 Credits] 🌐	X	X

OPTIONAL PART FOR BUSINESS COMMUNICATION [15.0]

Teaching language (FR, EN, ES, NL, DE, ...)

- Mandatory
 - ⊗ Optional
 - △ Not offered in 2023-2024
 - ⊖ Not offered in 2023-2024 but offered the following year
 - ⊕ Offered in 2023-2024 but not the following year
 - △ ⊕ Not offered in 2023-2024 or the following year
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-



Year

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o One course from the list below : (5 credits)

LFIAL2630	Introduction to automatic text processing	Cédric Fairon	FR [q2] [22.5h] [5 Credits]  > English-friendly	X	X
LFIAL2640	Digital humanities	Paul Bertrand	FR [q2] [15h] [5 Credits] 	X	X
LFIAL2650	Digital Document and Data Analysis, Critical Editing, and Publishing		FR [q2] [15h] [5 Credits]  > English-friendly	X	X
LFIAL2660	Digital practices seminar	Paul Bertrand	FR [q2] [15h] [5 Credits] 	X	X
LHIST2600	Digital Practices in History Professions Ce cours est accessible uniquement à l'étudiant en master en histoire ou ayant suivi la 2 ^{ème} année de la licence en histoire.				

INTERDISCIPLINARY PROGRAM IN ENTREPRENEURSHIP

The interdisciplinary program in Entrepreneurship INEO extends over two annual blocks and is part of the Master's programme. Students choosing this program are brought together in cross-disciplinary teams to create businesses. Admission is limited to students selected based on their academic record. Further details are available at: <https://uclouvain.be/en/study/ineo> (<https://uclouvain.be/en/study/ineo>).

OPTIONAL COURSES [15.0]

As part of a well-argued educational plan and with the agreement of the select committee, students may choose other courses (max. 15 credits) from the Master's programmes run by the Faculty or the University. Their choice may also include a course in a third language taught by the Language Institute (ILV) or the courses offered in the three genre studies modules.

Supplementary classes

To access this Master, students must have a good command of certain subjects. If this is not the case, students must take supplementary classes chosen by the faculty to satisfy course prerequisites.

What is a preparatory module?

It is a set of supplementary classes (courses, practical works, seminars, etc.) from the first cycle (see the non-exhaustive list below). The complementary module (maximum 60 credits) is tailor-made by the jury according to the student's educational background and added to the Master's programme in order to acquire fundamental knowledge to then pursue the 120 credits of the Master's programme.

Who is it for?

- Students from a non-university higher education institution
- Candidates admitted with additional training
- Candidates admitted on the file with additional training

⌘ LGERM1327



Course prerequisites

The **table**

Diploma	Access	Remarks
<p>BA - AESI orientation Français et français langue étrangère - crédits supplémentaires entre 45 et 60</p> <p>BA - AESI orientation Langues germaniques - crédits supplémentaires entre 45 et 60</p> <p>BA - assistant(e) de direction - crédits supplémentaires entre 45 et 60</p> <p>BA en commerce extérieur - crédits supplémentaires entre 45 et 60</p>		

Teaching method

This is a multidisciplinary degree course which combines the strengths of the Modern Languages Institute and the Germanic Languages and Economics, Social & Political Science faculties. It comprises language courses which are always given in the target language and which focus on spoken and written skills through oral presentations and specialized written exercises. Lectures, business case studies and a three-month internship in a company provide an invaluable opportunity to practise another language and put into practice theoretical concepts learned in the business courses.

Evaluation

- Practical information

