

COAB1BA - Introduction

Introduction

Introduction

Having a bachelor's degree in information and communication in a **bilingual French-English programme** is an asset in an increasingly global society. This bilingual programme is the only one of its kind in French-speaking Belgium. It is offered at the **Saint-Louis - Bruxelles campus**.

Are you interested in the world around you and the way in which information, media, digital technologies and social relations in our society are evolving? The bachelor's degree in information and communication at the Saint-Louis - Bruxelles campus offers you an undergraduate education which prepares you optimally for a master's degree leading to careers in information and communication (journalist, communications manager, multimedia project manager, digital network manager, etc.). The bachelor's degree covers **five main areas**:

1. the **academic theories** of information and communication;
2. **the Belgian, European and international media world**;
3. a **broad background in the humanities and social sciences**, including political science, sociology, anthropology, economics and law – among other disciplines;
4. **the implementation of knowledge**, for example through reading seminars, practical work or workshops to create information or communication productions;
5. **language instruction**. Proficiency in several languages is a prerequisite and an asset for your studies and career in information and communication. In addition to learning and perfecting their skills in English and Dutch, students in the bilingual programme in information and communication take classes in English.

Through this range of skills, the bachelor's degree in information and communication offers you the chance to widen your perspective by fine-tuning your analytical view of the world and by providing you with a varied academic and cultural background. It gives you the opportunity to acquire concrete skills in information research, data analysis, written and oral communication, and languages other than French. As of the first year, students are asked to work individually and in groups. The analysis of everyday subjects and events (social networks, disinformation, the role of journalists in our society, communications management of crises (health, economic, political, etc.), the use of digital technologies, etc.) is one of the strengths of our programme.

At the end of their bachelor's degree, students will have the ability to identify the issues at stake in a given situation and analyse them from an information and communication perspective. They will therefore be able to put in place concrete, relevant and innovative ways to address them and meet the challenges facing our society.

Your profile

The bilingual French-English bachelor's degree in information and communication is for you if...

- you are interested in the humanities and social sciences in general, and information and communication issues in particular;
- you are interested in current topics and issues, and in putting them into perspective;
- you would like to develop your critical thinking skills, your ability to search for and reproduce information, and your communication skills;
- you are looking for an extensive programme which leads to several different opportunities;
- you have a basic knowledge of English, allowing you to take courses in English.

There is no selection process for multilingual programmes.

- However, a written language test is held at the beginning of the year. It is used as a guide to assess language skills and to recommend or advise against a bilingual or trilingual programme.
- In the event of difficulties, there is the option to return to the unilingual programme in French, with language courses.

Your future job

After completing a master's degree in information and communication, our graduates have a wide range of career opportunities:

- Print, radio, television or internet journalism: local, national and international daily news, periodicals (magazines), etc.
- Corporate communication, political communication, internal communication, external communication, public relations, etc.
- Digital communication: social network management, online community moderation, multimedia project management, digital strategy, etc.
- Lobbying, marketing, advertising management
- Designing information systems (e.g. databases), auditing information management and quality in companies, government agencies, etc.
- Socio-educational communication: educational media design, science popularisation, media, information and digital literacy, etc.
- Teaching and academic research (under certain conditions, access to 3rd cycle or doctoral studies).

Your programme

The bilingual French-English bachelor's degree in information and communication is made up of lecture-based course units, with introductory courses in the humanities and social sciences (philosophy, law, history, economics, psychology, sociology, political science, information and communication), sometimes accompanied by more 'hands-on' learning activities, as well as lessons in academic methodology, which are also accompanied by practical work. The workshop organised in year 3 allows students to carry out a research project (in small groups) leading to a production possibly intended for stakeholders outside the university. Finally, the programme provides a practical and reflective introduction to the principles of journalistic writing and multimedia communication. Bachelor's degree students also receive high-quality language instruction.

The bilingual French-English programme

Three subjects (courses) per year are taught in English. The courses are usually taught by faculty members who are native English speakers or who have completed all or part of their university studies in English.

- First year: [Communication Science](#), [Political Science](#), [Geopolitics](#)
- Second year: [Intercultural communication](#), [Economics 1](#), [Economics 2](#)
- Third year: Corporate Communication and Public relations, International Communications, Ethics and the Economy

In addition, students continue to perfect their language skills by taking English and Dutch courses in first, second and third year. These language course units focus on the progressive acquisition of skills for dealing with a variety of situations, particularly in the context of information and communication. They are held in small groups and are aimed at an active approach based on multiple listening comprehension and oral expression exercises.

Furthermore, during the second term of the third year, students may take part in an [Erasmus or equivalent exchange](#) at a partner university whose programmes are taught in a language other than French, with which the faculty has established an agreement. Another option is for students who pass the June exam session to apply for a summer language study grant in Flanders or abroad.

Pursuing a dual bachelor's degree

Our dual bachelor's degrees are one of the special features of UCLouvain Saint-Louis - Bruxelles.

Students can take a second bachelor's degree, in tandem with their main bachelor's degree. This means that they complete their main programme with a minimum of 60 and a maximum of 125 additional credits spread over several years. The additional bachelor's degree can be completed after the main bachelor's degree. A series of courses taken as part of the main programme count towards the additional bachelor's degree and are therefore no longer subject to assessment. The additional bachelor's degree has the same value as the main bachelor's degree and provides immediate access to the corresponding master's degree.

The following additional bachelor's degrees are available:

- [Bachelor in Philosophy \[Dual Bachelor's degree for the holder of a Bachelor in Information and Communication\]](#)
- [Bachelor in Economics and Management \[Dual Bachelor's degree for the holder of a Bachelor in Information and Communication\]](#)

For further information, please contact the faculty administration:

COAB1BA - Teaching profile

Learning outcomes

Programme structure

The bilingual French-English bachelor's degree in information et communication is a **first-cycle programme** (a 'transition' bachelor's degree), consisting of 180 credits spread over three years (60 credits per year). It prepares students for a number of master's degree programmes in the second cycle in the field of information and communication.

The bachelor's degree programme has a **strong interdisciplinary component**, especially in the first year, for students at the Saint-



o Group Project

<p>o BPOLS1352</p>	<p>Multidisciplinary workshop 📄</p>	<p>Benjamin Denis Marie Dufrasne Sophie Jacquot Emmanuelle Lenel Renaud Maes (compensates Abraham Franssen) Youri Vertongen</p>	<p>FR [q1+q2] [30h] [5 Credits] 🌐</p>			<p>X</p>
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o Languages

<p>o BANGL1192</p>	<p>English I</p>	<p>Gerlanda Cipolla</p>	<p>Mar60J 1 0 0 0 cm 0 0 m 107.652rain 07 19.1060009 Tm0.13 q 1 2e Jacquot</p>			
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				Year		
				1	2	3
⊗ BHDPO1316	Transformations and urban politics 📄	Emmanuelle Lenel	PR [q1] [30h] [5 Credits] 📄			x
⊗ BSPOL1322	Public Policy Analysis 📄	Youri Vertongen (compensates Amandine Orsini) Youri Vertongen (compensates Abraham Franssen)	PR [q1] [30h] [5 Credits] 📄			

				Year		
				1	2	3
✘ BROMA1100	European Comparative Literature	Matilde Manara (compensates Isabelle Ost)	FR [q2] [45h] [5 Credits]			X
✘ BSOCA1313	Historical sociology of European integration	Florence Delmotte	FR [q2] [30h] [5 Credits]			X
✘ BROMA1215	Literary theories	Isabelle Ost	FR [q2] [30h] [5 Credits]			X
✘ BHDPO1319	Intercultural relations and migrations	Maryam Kolly	FR [q2] [30h] [5 Credits]			X
✘ Optional choice of one course unit among :						
✘ BSPOL1210	Political sociology	Yannick Vanderborght	FR [q2] [30h] [5 Credits]			X
✘ BSPOL1211	Political sociology	Johan Wets	NL [q2] [30h] [5 Credits]			X
✘ Choose one course among the following :						
✘ BECGE1214	Human management	Laurianne Terlinden	FR [q2] [30h+7.5h] [5 Credits]			X
✘ BECGE1216	Human Resource Management	Ralf Caers	EN [q2] [30h] [5 Credits]			X
✘ Optional choice of one course unit among :						
✘ BPOLS1321	Society and Environment	Benedikte Zitouni	EN [q2] [30h] [5 Credits]			X
✘ BSOCA1314	Society and environment	Benedikte Zitouni	NL [q2] [30h] [5 Credits]			X
✘ BHIST1310	Images, films and society	Nathalie Tousignant	FR [q2] [30h] [5 Credits]			X
✘ BMHCI1000	Organisational Communication in a Multicultural Context	Thomas Jacobs	EN [q2] [30h] [5 Credits]			X
✘ BDURA1000	Environmental Challenges and Issues	Christine Frison	FR [q2] [30h] [5 Credits]			X

Course prerequisites

The **table** below lists the activities (course units, or CUs) for which there are one or more prerequisites within the programme, i.e. the programme CU for which the learning outcomes must be certified and the corresponding credits awarded by the jury before registering for that CU.

These activities are also identified **in the detailed programme**: their title is followed by a yellow square.

Prerequisites and student's annual programme

As the prerequisite is for CU registration purposes only, there are no prerequisites within a programme year. Prerequisites are defined between CUs of different years and therefore influence the order in which the student will be able to register for the programme's CUs.

In addition, when the jury validates a student's individual programme at the beginning of the year, it ensures its coherence, meaning that it may:

- require the student to combine registration in two separate CUs which it considers necessary from a pedagogical point of view.
- transform a prerequisite into a corequisite if the student is in the final year of a degree course.

For more information, please consult the [Academic Regulations and Procedures](#).

Prerequisites list

BANGL1292	" Anglais II "	has prerequisite(s) BANGL1192
	• BANGL1192 - English I	
BANGL1392	" Anglais III "	has prerequisite(s) BANGL1292
	• BANGL1292 - English II	
BCOMU1211	" Corporate communication and public relations "	has prerequisite(s) BPOLS1114
	• BPOLS1114 - Communication science	
BCOMU1212	" Socio-histoire des médias "	has prerequisite(s) BPOLS1113
	• BPOLS1113 - Media institutions analysis	
BCOMU1213	" Intercultural communication "	has prerequisite(s) BPOLS1114
	• BPOLS1114 - Communication science	
BCOMU1250	" Usage et réception des médias "	BPOLS1114
	• BPOLS1114	

- BESPO1165 - [Political Science](#)
- BSPOL1315** "[Régimes politiques](#)" has prerequisite(s) BESPO1165
- BESPO1165 - [Political Science](#)
- BSPOL1316** "[Système politique européen](#)" has prerequisite(s) BESPO1165
- BESPO1165 - [Political Science](#)
- BSPOL1322** "[Analyse de l'action publique](#)" has prerequisite(s) BESPO1165 OU BESPO1160
- BESPO1165 - [Political Science](#)
 - BESPO1160 - [Sociology](#)

The programme's courses and learning outcomes



For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the the skills expected of every graduate on completion of the programme. Course unit descriptions specify targeted learning outcomes, as well as the unit's contribution to reference framework of learning outcomes.

Detailed programme per annual block

COAB1BA - 1ST ANNUAL UNIT

- Mandatory
- ⊗ Optional
- △ Not offered in 2024-2025
- ⊖ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫 Not open to incoming exchange students

[FR]

● BNEER1282	Dutch II  <i>Student who replaced the course unit of Dutch I the First Year by Dutch for Beginners I or Spanish I should follow the Second Year, the same course unit, higher level (Dutch for Beginners II or Spanish II). Additional informations are available at the Faculty secretariat.</i>	Isolde Boutsen (coord.) Astrid De Munter (coord.) Barbara Fraipont	NU [q1+q2] [0h +60h] [5 Credits] 
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⌘ BANGL1392	English III 🇺🇸	Gerlanda Cipolla Marleen Cré Julie George Garkov Françoise Longrée (coord.) Erwin Ochsenmeier (coord.) Madeline Riordan	EN [q1] [0h +30h] [5 Credits] 🌐
⌘ BNEER1382	Dutch III 🇳🇱	Isolde Boutsen (coord.) Astrid De Munter (coord.)	NL [q1] [0h +30h] [5 Credits] 🌐

⌘ BSPOL1211

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Teaching method

In addition to traditional lectures, which take place in moderate-sized auditoriums, the faculty has implemented active teaching practices which encourage the use and development of theoretical, methodological and analytical skills.

Furthermore, the information and communication programme includes more 'practical' learning activities, for example in the form of seminars or workshops based on student contributions and held in small groups. This allows students to be in close contact with professors and teacher-researchers within small working groups, and to implement approaches which make concrete use of the knowledge acquired during the programme. Professors also use digital technologies to promote interactivity with students during lectures. All of these measures are implemented during the first term of year 1, allowing students to get used to university studies at a reasonable pace.

Methodological assistance

The Saint-Louis - Bruxelles campus places great importance on educational support for all bachelor's programmes. The Academic Guidance Service (AGS) offers a range of learning support activities and is available to meet students who wish to do so.

Evaluation

The evaluation methods comply with the [regulations concerning studies and exams](#). More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".

Assessments are generally carried out by means of an examination. In the case of seminars, they take into account the grades received for work submitted over the course of the year. Examinations are either written (for courses given to large groups of students) or oral. They focus not only on knowledge of the subject matter, but also on a student's ability to apply it to topics not discussed during the course.

Three exam sessions are organised during the academic year, in January, June and August/September. First-year students who do not achieve passing grades in the January session have up to two opportunities to retake specific examinations, in June and/or September.

Mobility and/or Internationalisation outlook

Erasmus exchange programme

UCLouvain Saint-Louis - Bruxelles has exchange agreements with universities outside the French-speaking community of Belgium. These agreements allow students to take part of their bachelor's degree programme at a partner university while remaining enrolled at UCLouvain Saint-Louis - Bruxelles. Conversely, students from partner universities may take part of their bachelor's programme at UCLouvain Saint-Louis - Bruxelles.

Three types of exchange are available to students at the Saint-Louis - Bruxelles campus:

- **Erasmus exchanges** with universities in European Union countries

Graduates of the bachelor's degree in information and communication also have access to the following programmes under certain conditions:

- [Master \[120\] in Multilingual Communication](#)

