

Translation industry and business skills – active learning in a collaborative environment

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Rationale

- A new module was trialled at Surrey this year: ‘Technology, business and industry aspects of the translation industry’ (TRAM 448) led by Dr Joanna Gough
- Purpose: to bring students and professionals closer together in a supportive learning environment
- Focus: the reality and practicalities of the languages industry and the skills that students may require

Activities covered

- Lectures on the languages industry as it stands today and how it is developing
- Psychometric tests
- CV writing
- Workshop with Surrey Business School
- Webinar with founder of Nancy Matis SPRL on managing a translation project
- Group project with a well-known translation company, Sandberg Translation Partners Ltd (STP):
 - Presentation by managing director about STP and the four challenges
 - Students worked in groups to find a solution to their given challenge.
 - Each group was assigned a professional mentor with business experience to offer advice.
 - Students visited STP to talk to staff
 - Each group presented their solution to STP.

STP presentation...



Presenting to STP!



Smiles of success!



The significance of this module

- Provided a supportive environment for students to *play* with the business world of the languages industry
 - Results?
 - Students gained an insight into how they fit into the fast-growing languages industry.
 - An introduction to the ‘business’ aspect of the industry in a supportive environment
 - Developed soft skills: communication, leadership, presentation skills, time management, problem solving, research skills etc.
- And...
- STP gained fresh insights into their business.

- It is important to mix students and professionals to bridge the gap between academia and the industry.
- Through this module, students learnt not only where their strengths lie, but how they can use them in the industry
- Students felt empowered!