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.
Implications

• 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!