

# Master's Program Business Communication – Program Code J 066 619

Academic Degree: Master of Science (WU), abbr. MSc (WU)

Minimum Duration: 4 Semesters

120 ECTS

Semester 1		Semester 2		Semester 3		Semester 4		
<b>Foundations of Business Communication</b>		<b>International Business Communication and Management</b>		<b>Fields of Business, Communication and Culture</b>		<b>Applied Research Project</b>		
Intercultural Business Communication (VUE)	5 ECTS	Intercultural Communication and Area Studies (PI)	5 ECTS	Choose four of the following courses (5 ECTS each): - Marketing and Communication (PI) - Management and Communication (PI) - Digital Communication (PI) - Investor Relations (PI) - CSR and Sustainability (PI) - Selected Topics in Business Communication (PI) - Intercultural Marketing and Management (PI) - Simulations in Business Communication (PI) - Course Abroad (LVP)	20 ECTS	Choose one of the following courses*: - Research in Intercultural Communication and Area Studies (PI) - Research in Strategic Communication Management (PI) - Research in Language in Business Contexts (PI)		7.5 ECTS
Business Communication in the Media Society (VUE)	5 ECTS	Strategic Communication Management (PI)	5 ECTS					
Business Communication and Language (VUE)	5 ECTS	Language and Communication in Specific Business Settings (PI)	5 ECTS					
<b>Skills and Competencies</b>		<b>Skills and Competencies</b>				<b>Applied Research Project</b>		
Language for Specific Purposes (PI)	5 ECTS	Media and Communication (PI)	5 ECTS	Master's Seminar (PI)	5 ECTS			
Language-specific, Applied Content Production (PI)	2.5 ECTS	Writing for Academic and Business Purposes (PI)	5 ECTS	<b>Master's Thesis</b>				
Introduction to Content Production (PI)	2.5 ECTS	<b>Applied Research Project</b>		Master's Thesis		20 ECTS		
<b>Research Methods</b>		Choose one of the following courses: - Research in Intercultural Communication and Area Studies (PI) - Research in Strategic Communication Management (PI) - Research in Language in Business Contexts (PI)	7.5 ECTS					
Qualitative and Quantitative Research Methods & Data Analysis (PI)	10 ECTS							

\* You cannot choose the same "Applied Research Project" course as in semester 2.  
 WU offers a double degree program in cooperation with Tilburg University and a double degree program in cooperation with BI Norwegian Business School (see curriculum).