

## 1. Semester

## Foundations of Business Communication

Intercultural Business Communication (VUE) 5 ECTS

Business Communication in the Media Society (VUE) 5 ECTS

Business Communication and Language (VUE) 5 ECTS

## Skills and Competencies

Language for Specific Purposes (PI) 5 ECTS

Language-specific, Applied Content Production (PI) 2,5 ECTS

Introduction to Content Production (PI) 2,5 ECTS

## Research Methods

Qualitative and Quantitative Research Methods &amp; Data Analysis (PI) 10 ECTS

## 2. Semester

## International Business Communication and Management

Intercultural Communication and Area Studies (PI) 5 ECTS

Strategic Communication Management (PI) 5 ECTS

Language and Communication in Specific Business Settings (PI) 5 ECTS

## Skills and Competencies

Media and Communication (PI) 5 ECTS

Writing for Academic and Business Purposes (PI) 5 ECTS

## Applied Research Project

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

## 3. Semester

## Fields of Business, Communication and Culture

4 of the following courses (each à 5 ECTS):  
 - 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

## Applied Research Project

Master's Seminar (PI) 5 ECTS

## Master's Thesis

Master's Thesis 20 ECTS

## 4. Semester

## Applied Research Project

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