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

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 & Data Analysis (PI)	10 ECTS

Semester 2

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

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

Semester 3

Fields of Business, Communication and Culture

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

Applied Research Project

Master's Seminar (PI)	5 ECTS

Master's Thesis

Master's Thesis	20 ECTS

Semester 4

Applied Research Project

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

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).