

Master Program Business Communication 2021 - Program Code

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

Minimum Duration of Studies: 4 semesters

**120
ECTS**

Foundations of Business Communication				Research Methods		International Business Communication and Management		Skills and Competencies																					
Intercultural Business Communication (VUE) 5 ECTS 2 Ch		Research Methods: Qualitative and Quantitative Research Methods / Data Analysis (PI) 10 ECTS 4 Ch		Intercultural Communication and Area Studies (PI) 5 ECTS 2 Ch		Language for Specific Purposes (PI) 5 ECTS 2 Ch																							
Business Communication in the Media Society (VUE) 5 ECTS 2 Ch				Strategic Communication Management (PI) 5 ECTS 2 Ch		Media and Communication (PI) 5 ECTS 2 Ch																							
Business Communication and Language (VUE) 5 ECTS 2 Ch				Language and Communication in Specific Business Settings (PI) 5 ECTS 2 Ch		Introduction to Content Production (PI) 2,5 ECTS 1 Ch																							
						Applied Content Production (PI) 2,5 ECTS 1 Ch																							
								Writing for Academic and Business Purposes (PI) 5 ECTS 2 Ch																					
15 ECTS		6 Ch		10 ECTS		4 Ch		15 ECTS		6 Ch		20 ECTS		8 Ch		60 ECTS													
Applied Research Project						Fields of Business, Communication and Culture																							
The successful completion of of at least 40 ECTS credits is the prerequisite for admission to the following course and must include the subjects "Foundations of Business Communication" and "Research Methods." ↓ ↓						↓ ↓ 2 courses must be selected ↓ ↓							↓ ↓ 4 courses must be selected (each PI à 5 ECTS/2 Ch) ↓ ↓																
Intercultural Communication and Area Studies (PI) 7,5 ECTS 3 Ch						<ul style="list-style-type: none"> - Marketing and Communication - Management and Communication - Digital Communication - Investor Relations - CSR and Sustainability - Selected Topics in Business Communication - Intercultural Marketing and Management - Simulations in Business Communication - Course Abroad* 																							
Strategic Communication Management (PI) 7,5 ECTS 3 Ch																													
Language in Business Contexts (PI) 7,5 ECTS 3 Ch																													
20 ECTS						8 Ch						20 ECTS						8 Ch						40 ECTS					
Master's Thesis												20 ECTS																	

*The Course Abroad is not offered at WU; credits must be transferred from a foreign university see curriculum
ECTS (ECTS credits), Ch (credit hours)

