

Info Session

Master's Program Business Communication

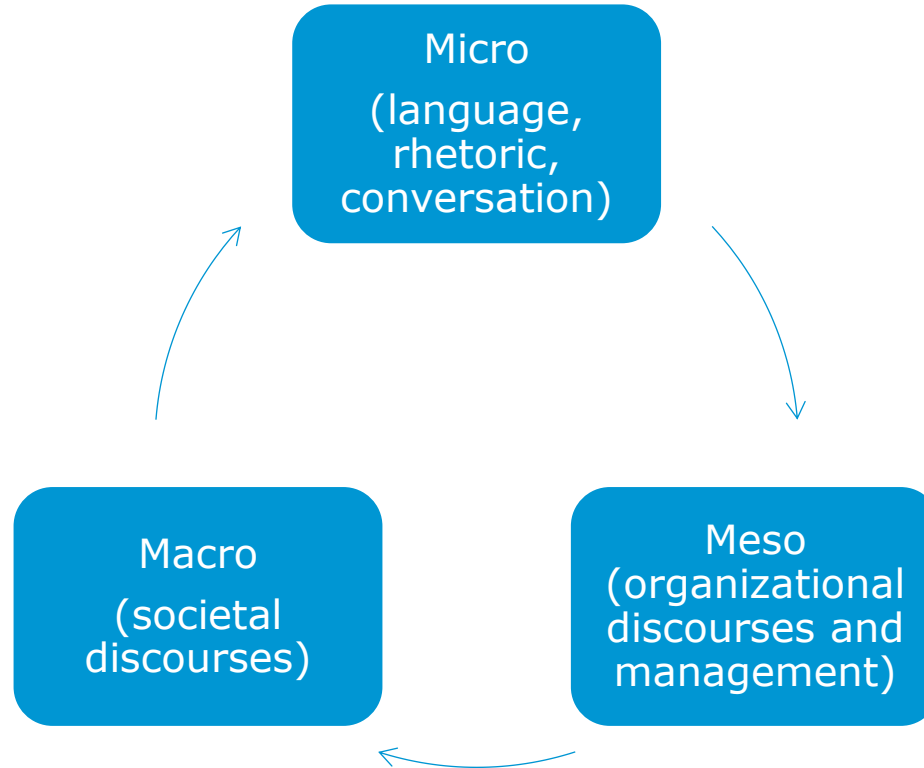


Department of Business Communication

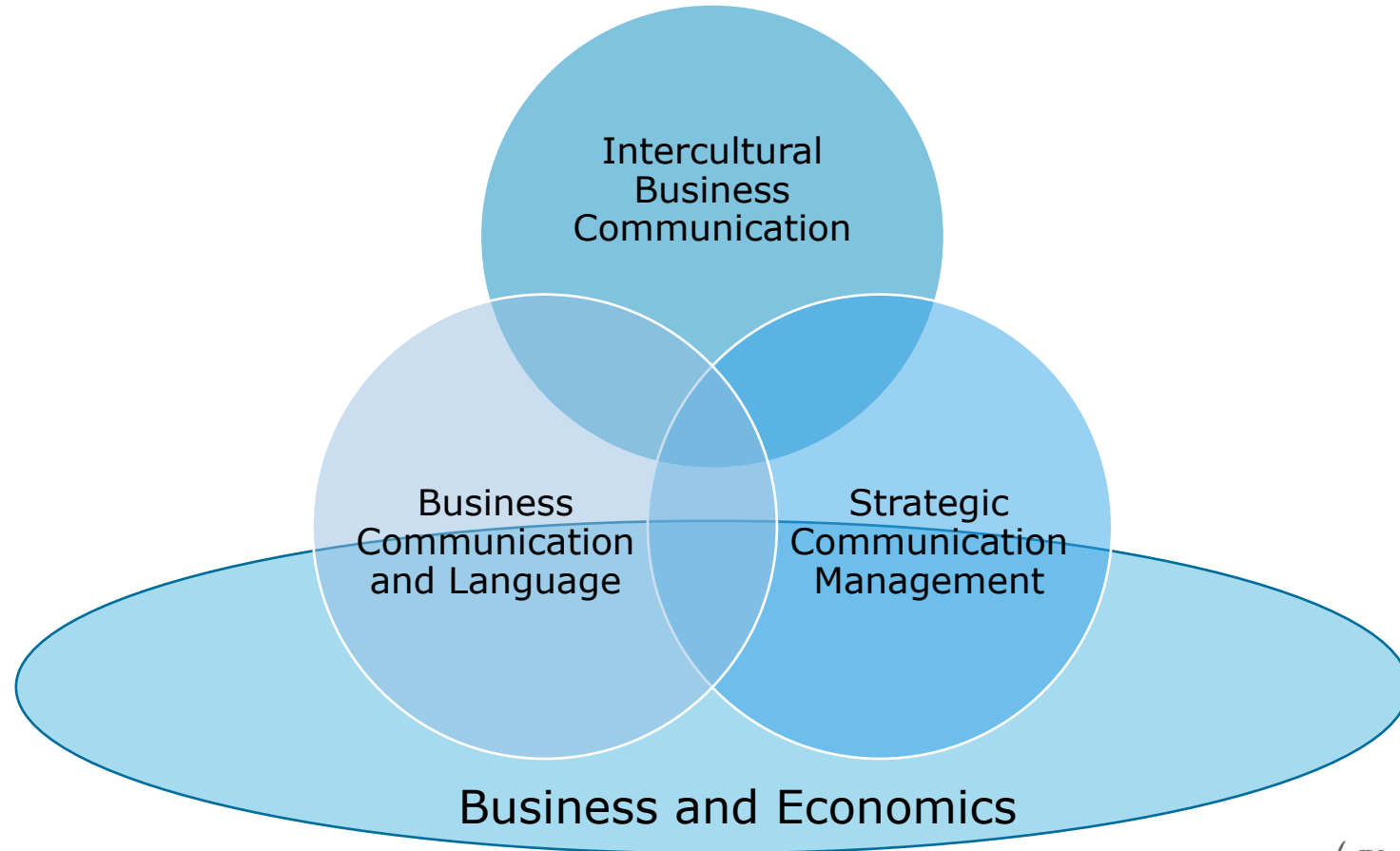


Program Philosophy

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Three Main Pillars

Intercultural Communication

Expertise in
area studies
and
intercultural
management

Business communication
in intercultural &
international settings

Strategic Communication Management

Competences and skills
in communication
management

Content management in
corporate newsrooms

Language, Discourse & Media

Understanding of
rhetoric, power, and
identity in organizations
and society

Analysis, development,
and design of business
communication content

Job Profile



Job Profile

MSc Business Communication

General roles:

- Mediators between companies and stakeholders/society
- Experts in appropriate & successful use of language, communication, and culture in business

Examples of specific positions:

- Communication managers
- Corporate storytellers
- Communication consultants

Who are we looking for?



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Who we are looking for

Formal requirement:

- BA/BSc with majors or minors in business and economics OR
- People with a background in languages, sociology, communication, psychology who have at least 30 ECTS points in business & economics

Personal profile:

- Internationally oriented students
- Interest in and passion for language, content, communication, marketing, and management
- People who like to engage in discussions and thinking with an open mind

What do we offer?

What do we offer?

- Unique combination of language, culture, and communication against a business background
- Program completely in English
- Possible further experience abroad
 - Double degree programs with Tilburg University (Netherlands) and BI Oslo (Norway)
 - Exchange semester within the vast WU partner network
- Vienna and WU as attractive places to study

Module Structure & Key Features



1st Semester	Module 1: Foundations of Business Communication					Module 3: Skills and Competencies			Module 5: Research Methods		
	Intercultural Business Communication (5 ECTS)		Business Communication in the Media Society (5 ECTS)		Business Communication and Language (5 ECTS)	• Language for Specific Purposes (5 ECTS) • Introduction to Content Production (2.5 ECTS) • Language-specific, applied content production (2.5 ECTS)			Qualitative and Quantitative Research Methods & Data Analysis (10 ECTS)		
2nd Semester	Module 2: International Business Communication and Management					Module 4: Applied Research Projects (1/3)					
	Intercultural Communication and Area Studies (5 ECTS)		Strategic Communication Management (5 ECTS)		Language and Communication in Specific Business Settings (5 ECTS)	Research Project in Intercultural Communication and Area Studies (7.5 ECTS)		Research Project in Strategic Communication Management (7.5 ECTS)		Research Project in Language in Business Contexts (7.5 ECTS)	
	Module 3: Skills and Competencies										
	Media and Communication (5 ECTS)					Writing for Academic and Business Purposes (5 ECTS)					
3rd Semester	Module 6: Fields of Business, Communication, and Culture (Electives 4/8)								Module 4		
	CSR and Sustainability (5 ECTS)	Digital Communication (5 ECTS)	Intercultural Marketing and Management (5 ECTS)	Investor Relations (5 ECTS)	Management and Communication (5 ECTS)	Marketing and Communication (5 ECTS)	Selected Topics in Business Communication (5 ECTS)	Simulations in Business Communication (5 ECTS)	Master's Seminar (5 ECTS)		
4th Semester	Module 4: Applied Research Projects (1/3)					Module 7: Master's Thesis					
	Intercultural Communication and Area Studies (7.5 ECTS)		Strategic Communication Management (7.5 ECTS)		Language in Business Contexts (7.5 ECTS)	Master's Thesis (20 ECTS)					



Unlocking the power of communication

▶ PLAY FULL VIDEO

Master's Program

Business Communication

APPLICATION GUIDE

ONLINE INFO SESSION IN MAY

GET IN TOUCH

- › STRUCTURE & CONTENT
- › APPLICATION & ADMISSION
- › CAREER PROSPECTS
- › EXCHANGE & DOUBLE DEGREES
- › TUITION FEES / STUDENT'S UNION (ÖH) DUES
- › FAQs

<https://www.wu.ac.at/en/programs/masters-programs/business-communication/overview>