Minor in International Business Communication

Description

The Minor concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

The minor in International Business Communication provides a two-semester course package which covers selected aspects of how international business organisations communicate, how they generate knowledge about international consumers, how they communicate with markets and consumers and how they manage cross-cultural business environments. The Minor invites students from multiple disciplines and its four courses are designed as a package to build a bridge between the organization, its communication, markets and consumers in international business.

Structure

The IBC Minor comprises four 7.5 ECTS courses offered as two courses in autumn and two courses in spring.

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Autumn semester

Course	ECTS
Communication and Social Media Management	7.5
International Markets and Consumers	7.5

Spring semester

Course	ECTS
Consumer Culture and Market Segmentation	7.5
Cross-Cultural Leadership	7.5

Content and Approach

The minor consists of four courses that address key interlinked aspects of communication in international organisations and establishing and maintaining B2B or B2C relationships across international markets. The courses are designed for students who wish to supplement their academic profile with insights across communication, markets and consumers in international business and designed also to be accessible to all graduate students irrespective of their specific academic area. The content is intended to provide both methods, theories and useful tools that contribute to effective communication and relationship management in international business environments.

The courses rely extensively on a case-based approach in order to bring together theory with the complexities and dilemmas involved in practical solutions. The key pedagogical ambition is to generate collaborative learning in safe and inclusive learning environments. The courses are designed on the core value that they should be conducive to dialogue and invite curiosity, critical thinking and innovative solutions.

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
Cross-Cultural Leadership	Oral exam based on written product	7-point grading scale	External exam	7.5
Consumer Culture and Market Segmentation	Home assignment - written product	7-point grading scale	Internal exam	7.5
Communication and Social Media Management	Home assignment - written product	7-point grading scale	Internal exam	7.5
International Markets and Consumers	Home assignment - written product	7-point grading scale	Internal exam	7.5

Further information

Minor coordinator

Alex Klinge

Study Board

Study Board for cand.merc. (kom)

How to sign up

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