

Competence Profile for MA in International Business Communication - Intercultural Marketing (ICM) and Multicultural Communication in Organizations (MCO)

Purpose

The MA IBC programme is a research-based full-time graduate level programme with two concentrations. It qualifies the graduate to navigate in a knowledge-based global society and/or global markets. The graduate is qualified to work in businesses and in organizations that focus on organizational communication or communication to and in global markets. The graduate possesses high professional English competences, on the analytical as well as the implementation level, and can ensure the quality of the English-language market communication and/or corporate communication.

The MA IBC graduate has a broad understanding of business that enables him/her to work on a strategic level with language and market/corporate communication in relation to the goals, structure and values of the organization. The MA IBC profile is based on an understanding of the links between language, marketing/ communication and organization.

Academic competencies:

1. Can identify problems and develop solutions for private and public enterprises and organizations.
2. Has knowledge and understanding of specialized and advanced problems and results in organizational and marketing/- communication studies, high-quality English language production, focusing on interactions in international companies and organizations.
3. Can identify, retrieve and critically use relevant research based knowledge within these areas.
4. Can argue analytically, reflectively, and critically at a high academic level.
5. Can pose and develop relevant questions for analysis in the fields of organizational and market studies, high quality language production, and can carry out the analysis in accordance with normal academic standards.

Practical competencies:

1. Can communicate research results and organizational/market interactions professionally, clearly and precisely, orally and in writing, to a variety of audiences.
2. Can collaborate with people having the same or other academic backgrounds in working with and solving problems that involve a variety of fields.
3. Possesses excellent skills in English, which enable him/her to communicate across different markets, organizations, languages and cultures.

The ICM concentration:

The successful candidate:

1. Can plan marketing processes based on an understanding of intercultural differences in the global market place and their consequences for marketing and management.
2. Can use the principles of consumer marketing and research
3. Can use the principles of business to business marketing and research
4. Possesses excellent skills in English, which enables him/her to communicate across different markets, organizations, languages and cultures

The MCO concentration:

The successful candidate:

1. Can navigate in multicultural and multinational corporations and organizations
2. Can analyse, implement and use principles of corporate communication in organizations
3. Can structure and successfully operationalize corporate language challenges
4. Possesses excellent skills in English, which enables him/her to communicate across different markets, organizations, languages and cultures