

Competence Profile

MA International Business Communication, (MA IBC) 2020

Purpose

The MA IBC programme is a research-based full-time graduate level programme. It qualifies the graduate to navigate and communicate across culturally diverse markets. The graduate possesses research-based insights into consumer cultures, marketing strategy and relations management and has acquired high-level skills in communication and communication management.

The MA IBC graduate has a broad understanding of business that enables him/her to work on a strategic level with consumers, markets and communication in relation to the goals, structure and values of the organization.

Detailed description, generic level:

General academic competencies

MA IBC graduates:

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 and consumer 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.

General practical competencies

MA IBC graduates:

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 across multiple academic backgrounds in working with and solving problems that involve a variety of fields.
3. Possesses excellent communication skills in English which enable him/her to communicate across different markets, organizations, languages and cultures.

Specific competencies

The successful MA IBC candidate:

1. Can plan marketing processes based on an understanding of cultural differences in the global market place and their consequences for marketing and management.
2. Can apply the principles of consumer and market studies
3. Can formulate and manage a SoMe strategy to optimize interfaces with consumers
4. Possesses excellent communication skills in English, which enables him/her to communicate across different markets, organizations, languages and cultures