Business Communication

Degree conferred
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Options
- Business Communication – Management
- Business Communication – Economics
- Business Communication – Information Systems

Languages of study
Study in French. A number of lectures will be in German and in English (according to the student’s choice).

Commencement of studies
Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

Access to further studies
Possible access to the Master of Arts in Business Communication

This Bachelor’s level minor study programme combines theory and practice in the fields of information and communication. The objective is to help students master the different communication skills needed in a variety of constantly changing environments and contexts.

The programme comprises a communication module and a specialisation module, chosen by the student, in management, economics or information systems. It then leads to a full Master’s level programme in the same topics. This study programme in Business Communication at the University of Fribourg is unique in its category and offers targeted and highly sought-after academic and professional prospects.

Profile of the study programme

The development of information and communication technologies, the rise of Web 2.0 and new applications have profoundly changed the way all organisations communicate.

To design a communication strategy, implement a communication plan or pursue a public relations policy for a corporation or institution, solid theoretical bases are required, along with in-depth knowledge of new communication practices to meet the demands of a constantly changing professional environment.

The Bachelor’s level minor study programme in Business Communication helps students acquire the theoretical knowledge, skills and know-how required in the fields of information and communication.

Fribourg profile

The study programme consists of two modules:

«Communication and Media» module (30 ECTS credits):
This module, which is offered in French only, contains a broad variety of lectures: communication and media theory, communication and media strategies, media and new media, public relations, communication and Internet law, surveys and analyses of qualitative data.

Specialisation module (30 ECTS credits):
- «Economics», giving direct access to either the Master of Arts in Business Communication, specialisation in Economics or in Ethics and economics;
- «Information systems», giving direct access to the Master of Arts in Business Communication, specialisation in Information systems;
- «Management». To access the Master of Arts in Business Communication, specialisation in Management, this programme must be completed with additional Management elements (information can be obtained from the Dean’s Office at the Faculty of Economics and Social Sciences).

Compulsory courses are supplemented with optional courses in applied communication: on-line multimedia production, Web writing, television, written and oral communication, etc.

Group works, courses and seminars with a limited number of students are also a feature of this module providing better supervision and more effective teaching.

Through combining courses in communication with management, economics courses or business computing courses, the Business Communication programme at the University of Fribourg is unique in its category and provides academic and professional qualifications that are sought after in the business world.

Learning outcomes

The main objectives of this study programme are to develop the theoretical and methodological knowledge required in the fields of information, communication and media, and to help students master the different communication skills needed in a variety of constantly changing environments and contexts.

Students gain insight into the techniques used by corporations and organisations to disseminate information or communicate to different audiences, such as consumers, users, journalists, public authorities, opinion leaders, the general public, etc., and they are given the opportunity to put the acquired knowledge into practice.

Methodological skills
The main methodological feature of media and communication sciences is without a doubt transdisciplinarity. Insights and analyses using different approaches and methods from the field of social sciences permit students to grasp the complexity of the field of communication.

Professional skills
- Editorial: written communication and Web writing techniques;
- Digital: creation of content and online media management;
- Communicational: design and planning of communication
strategies for corporations, associations or public institutions;
– Economic, legal and ethical: knowledge of the business world,
analysis of legal and ethical issues.

Social skills
Social and organisational skills are encouraged through group
works and through the multilingual and multicultural context of the
University of Fribourg.

Career openings
Continuation to Master’s level studies may lead to highly qualified
positions in the fields of information and communication, particularly
in connection with the development of new technologies:

- Communication manager (internal/external/financial, etc.);
- spokesperson;
- Online editor; manager of electronic publications and media;
- Public relations, events manager; press relations manager;
- Communications officer;
- Consultant in Web communication and applications.

Studies organisation

Structure of studies
60 ECTS credits as a minor study programme

Curriculum

http://studies.unifr.ch/go/MRcFh

Admission

The following Swiss school-leaving certificates grant admission
to Bachelor programmes at the University of Fribourg:

- Swiss academic Maturity Certificate
- Swiss vocational or specialised Baccalaureate in
  conjunction with the supplementary exam certificate from
  the Swiss Maturity Commission
- Bachelor Degree from a Swiss university, from an
  accredited Swiss university of applied sciences (HES/FH) or
  from a Swiss university of teacher education (HEP/PH)

A complete list of all further recognized Swiss school-leaving
certificates is to be found on the webpages of swissuniversities (in
French and German only): http://studies.unifr.ch/go/en-admission-
swisscertificates

Foreign upper secondary school-leaving certificates are
recognised only if they correspond substantially to the Swiss
Maturity Certificate. They must qualify as general education.
Foreign school-leaving certificates are considered to be general
education if the last three years of schooling include at least six
general education subjects, independent from each other, in
accordance with the following list:

1. First language (native language)
2. Second language
3. Mathematics
4. Natural sciences (biology, chemistry or physics)
5. Humanities and social sciences (geography, history or
   economics/law)

6. Elective (an additional language or an additional subject
   from category 4 or 5)

The general admission requirements to the Bachelor
programmes at the University of Fribourg for holders of foreign
school-leaving certificates as well as the admission requirements
for individual countries are to be found on the webpages of
swissuniversities: http://studies.unifr.ch/go/en-admission-country-list
In addition, foreign candidates must present proof of sufficient
language skills in French or German.

The assessment of foreign school-leaving certificates is based on
the «CRUS Recommendations for the Assessment of Foreign
Upper Secondary School-Leaving Certificates, 7 September 2007»
(http://studies.unifr.ch/go/crus07en). The admission requirements
are valid for the respective academic year. The Rectorat of the
University of Fribourg reserves the right to change these
requirements at any time.

Alternatives

Furthermore, a study programme worth 30 ECTS credits is also
offered as a minor in this field of study: «Communication and
Media» (French only).

Contact

Faculty of Economics and Social Sciences
Dean's Office
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http://studies.unifr.ch/go/en-ses