Business 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-
swiss-certificates

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-countrylist
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