The objective of this Master's programme is to teach students how to manage information and communication within the context of business and global networks. This study programme, which is unique in Switzerland, offers students the possibility of personalising their courses, by combining a compulsory module with a specialisation and a variety of options. Compulsory courses allow students to acquire multi-disciplinary skills in new ways of using information and communication provided by digital technologies (e-business, e-communication, etc.). The specialisation is chosen from areas dealing with, for example, human resources, financial management, ethics in relation to development and global changes, social computing, etc.

The study programme also gives students the opportunity of managing web media, and conducting projects in small groups and creating links with businesses, notably in connection with their thesis works.

**Profile of the study programme**

With information and communication technologies, we can no longer communicate or «do business» as before. According to M. S. Malone, one of the most influential modern-day analysts from Silicon Valley, the world of global networks is redistributing competitive advantages. Major leaders, information-intensive companies like Google or Facebook, are defining new organisational models to develop their businesses and are constantly changing. The objective of the Master of Arts in Business Communication is to continually and innovatively master means of communication (Web 2.0, social networks, intelligent and mobile networks) and at the same time acquire in-depth knowledge of the modern business context.

The range of courses offered in the field of communication allows students to acquire multi-disciplinary skills in new ways of using information and communication provided by digital technologies (e-business, e-communication, etc.). Courses in organisational communication, e-communication, media strategies and multimedia communication are offered. As for each student's specialisation, this may deal with human resources, financial management, ethics in relation to development and global changes, social computing, etc.

The Master's thesis consists of a personal research work that allows the student to conclude her or his learning through applying the skills she or he has acquired.

**Fribourg profile**

The originality of this Master programme, unique in Switzerland, resides in the possibility of personalising the learning, by combining a compulsory module comprising communication-focused courses with a specialisation of the student’s choice in management, economics, ethics and economics or information systems.

Within the University of Fribourg's multilingual and multicultural environment, the student can follow a set of personalised courses (choice of the specialisation, optional courses and other options) and at the same time benefit from collaborative works. In addition, the student will manage web media (sites, blogs, etc.) or conduct projects and scientific research in small groups.

Links with businesses may be established during the Master, notably in relation to the thesis work.

**Learning outcomes and career opening**

Students who successfully complete this study programme:

- Will understand the principles and challenges of organisations, whether in terms of online or traditional communication, management, ethics or data management;
- Will understand the strategic issues involved in controlling an organisation's information and image;
- Will be able to master several types of business communication (product, financial, social, crisis, etc.);
- Will also be able to manage the implementation and development of on-line communication tools.

Graduates can thus rise the challenges of large multinational companies, as well as small and medium-sized enterprises or non-profit organisations.

**Academic opportunities** resulting from this Master may initially take the form of scientific appointments (graduate assistant lecturer, assistant professor, lecturer, etc.); depending on skills acquired during the career, this may lead to professorships.

**Professional opportunities** resulting from this Master are orientated towards professions with responsibility in the fields of information and communication, notably in relation with the development of Internet and web mutations. After their studies,
Graduates take up a variety of positions, for example:

- Communication manager:
  - Internal/External/Participatory communication;
  - On-line communication (Web 2.0 copywriter, community manager, social media editor);
  - Multimedia projects.
- Information/Communication manager:
  - Relations with shareholders and/or credit establishments;
  - e-activities (e-marketing, e-business, e-learning).
- Marketing researcher in consumer goods or services marketing;
- Media relations manager;
- Web communication and applications consultant.

**Organisation des études**

**Structure of studies**

60 ECTS credits + 30 ECTS credit in a specialisation programme freely chosen, 3 or 4 semesters

**Curriculum**

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

**Admission**

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a Bachelor's degree.

Holders of a Bachelor's degree awarded from a Swiss university can be admitted to a Master's degree programme within the corresponding discipline (requires the acquisition of minimum 60 ECTS credits at Bachelor level in the corresponding discipline) without any additional requirements. The same applies to holders of a Bachelor's degree awarded by a foreign university, provided that the Bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a Bachelor's degree awarded from a Swiss university or holders of a Bachelor's degree awarded by a foreign university, provided that the Bachelor's degree is recognised and considered equivalent by the University of Fribourg, can be admitted to a Master's degree programme within another discipline with prerequisites (must be successfully completed before starting the Master's degree programme) or additional requirements (can be completed during the Master's degree programme). According to existing agreements, holders of a Bachelor's degree awarded from a Swiss university of applied sciences can also be admitted with prerequisites or additional requirements.

The respective conditions of admission for each Master's degree programme are reserved.

**Contact**

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