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.
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.

**Organisation des études**

**Structure of studies**
60 ECTS credits as a minor study programme

**Curriculum**
http://studies.unifr.ch/go/MReFh

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

- Swiss academic Maturity Certificate
- Swiss professional Maturity Certificate 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):
https://www.swissuniversities.ch/en/services/admission-to-
universities/schweizerische-ausweise/

**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:
https://www.swissuniversities.ch/en/services/admission-to-
universities/countries/

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**
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