

Curricular Structure and Study Plan

1. **Teaching institution:**
HIGHER INSTITUTE FOR BUSINESS COMMUNICATION

2. **Organic unit (faculty, school, institute, etc.):**
HIGHER INSTITUTE FOR BUSINESS COMMUNICATION

3. **Course:** MSc Business Communication

4. **Degree or diploma:** MASTER

5. **Main scientific area of the course:** Business Communication

6. **Number of credits required, according to the European system for transfer and accumulation of credits, to obtain the degree or diploma:** 120 credits

7. **Normal duration of the course:** 4 semesters = 2 years

8. Scientific areas and credits, which have to be achieved in order to obtain the degree or diploma:

Scientific area	Acronyms	Credits
		Mandatory
Communication	COM	90
Marketing	MKT	6
Economics and Management	EG	6
Quantitative Methods	MQ	12
Psicossociologia	PS	6
TOTAL	-	120

Syllabus:

Institute of Business Communication
MSc Business Communication
Degree: Master
1st Year

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Psicossociologia Communication	PS	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Business Communication and New Technologies	COM	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Organizational Reputation and Competitiveness	MKT	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Contemporary Theories of Communication	COM	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Evaluation of Strategies for Business Communication	COM	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Research Methods I (Data Analysis)	MQ	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Organizational Crisis Communication	COM	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Corporate Social Responsibility	EG	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Research Methods II (Techniques of Empirical Research)	MQ	Trimestrial	150	TP: 40; OT: 3	6 ECTS
Seminar Thesis Project	COM	Trimestrial	150	TP: 30; OT: 3	6 ECTS

Institute of Business Communication
MSc Business Communication
Degree: Master
2st Year

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Dissertation	COM	Annual	1500	OT: 20	60 ECTS