

Specialization

International Business Communication (SIBC)

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Department of Foreign Language Business
Communication



Communication is ubiquitous

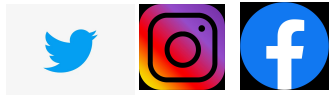
Every **email**...



Every **phone call**...



Every **social media sponsorship**...



Every **press release**...



Every **job ad and interview**...

Every **meeting**...



Every **company website**...



Every **advertisement**...



...is Business Communication.

Major aspects of SIBC

- **communication skills**
- **theories and concepts** of language and communication
- business communication **in various settings**
- **communicative competence & strategic language use**
- development of **(English) language skills**

□ **research-based teaching** and **practical application**

SIBC is for you if you are:

- ...interested in how business communication works in **international contexts**
- ...eager to learn **how corporations use language** as a tool to achieve their communicative goals
- ...**willing and able to work with language**

Course modules

I

Key Concepts

- Foundations of (Business) Communication
- Communicating power, identity and persuasiveness

II

Internal BC

- recruitment**, change management, **conflict management**, etc.
- identity, diversity and power**

III

External BC

- Dealing with (international) stakeholders
- crisis communication, **corporate social responsibility**
- digital business discourse** & strategic use of **social media**

IV

Intercultural BC

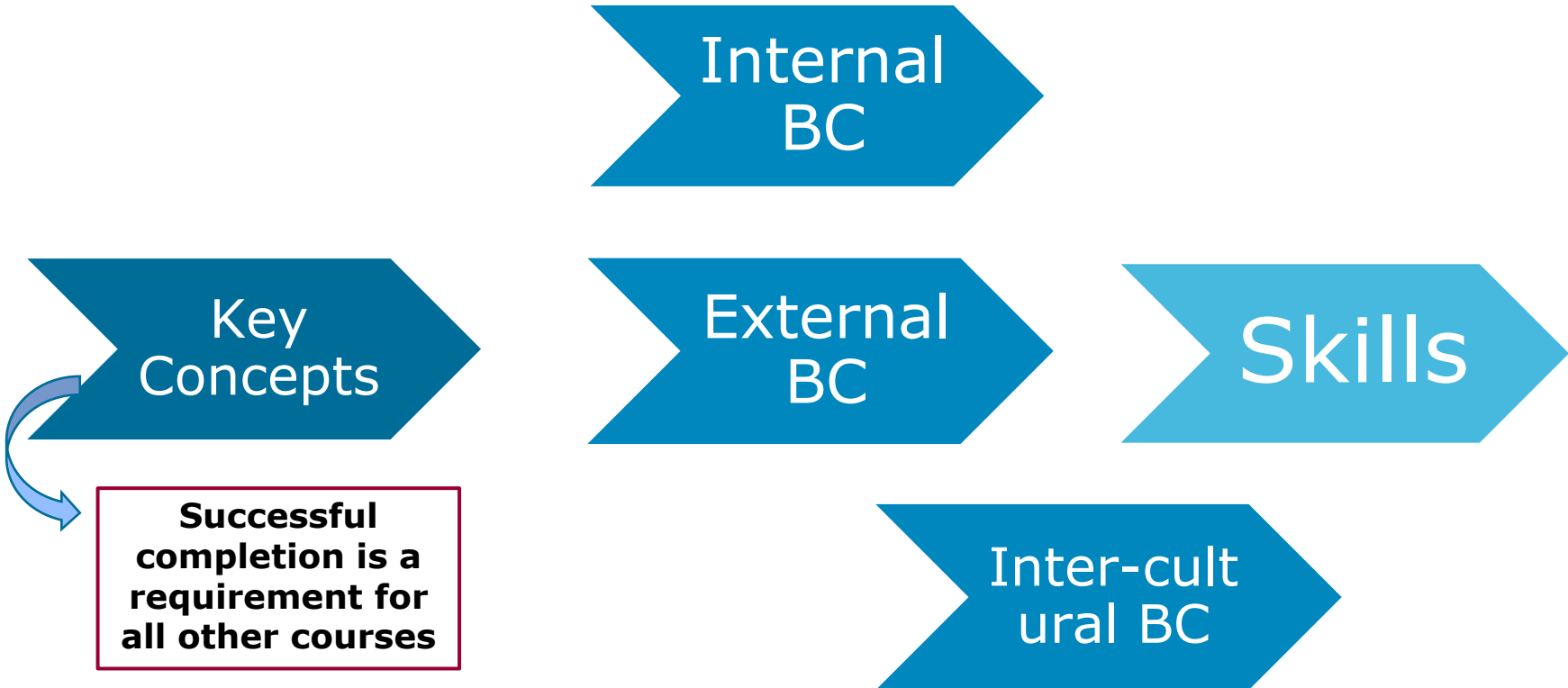
- How does culture influence interactions?
- cross-cultural advertising**, recruitment practices, **multilingualism**

V

Skills

- Application of acquired knowledge
- Production** of audience-specific communication in smaller groups

Recommended schedule



Application process

60 students per semester

- **first-come, first-served; with restrictions:**
- half the slots reserved for students with a grade of "Very Good" on CBK class IBC
- a few slots for students in an advanced stage of their studies
- rest goes to students in order of registration

- thus: IBC is not a necessary requirement, but a "1" will significantly boost chances

Curious?

You can find **more information** on
[the Specialization's website](#)



Thanks/Danke/Grazie/Gracias/Obrigado/Спасибо/Merci

**We look forward to welcoming you to our Specialization
"International Business Communication" in the near future!**