Bachelor of Arts in Communication and Media Science

Detailed programme description

Academic Year 2013–2014
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAMME DESCRIPTION</td>
<td>3</td>
</tr>
<tr>
<td><strong>FIRST YEAR, FIRST SEMESTER</strong></td>
<td>5</td>
</tr>
<tr>
<td>Module of Methodology and Skills Improvement</td>
<td>5</td>
</tr>
<tr>
<td>Basic Module of Social Sciences</td>
<td>5</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>6</td>
</tr>
<tr>
<td><strong>FIRST YEAR, SECOND SEMESTER</strong></td>
<td>8</td>
</tr>
<tr>
<td>Module of Methodology and Skills Improvement</td>
<td>8</td>
</tr>
<tr>
<td>Basic Module of Social Sciences</td>
<td>8</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>10</td>
</tr>
<tr>
<td><strong>SECOND YEAR, FIRST SEMESTER</strong></td>
<td>11</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>11</td>
</tr>
<tr>
<td>Basic Professional Module: Methodology</td>
<td>13</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>14</td>
</tr>
<tr>
<td><strong>SECOND YEAR, SECOND SEMESTER</strong></td>
<td>15</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>15</td>
</tr>
<tr>
<td>Basic Professional Module: Methodology</td>
<td>17</td>
</tr>
<tr>
<td>Professional Communication – Obligatory</td>
<td>17</td>
</tr>
<tr>
<td>Elective Subjects</td>
<td>17</td>
</tr>
<tr>
<td><strong>THIRD YEAR, FIRST SEMESTER</strong></td>
<td>18</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>18</td>
</tr>
<tr>
<td>Specialisation</td>
<td>18</td>
</tr>
<tr>
<td><strong>THIRD YEAR, SECOND SEMESTER</strong></td>
<td>21</td>
</tr>
<tr>
<td>Basic Professional Module: Academic Subjects</td>
<td>21</td>
</tr>
<tr>
<td>Specialisation</td>
<td>21</td>
</tr>
</tbody>
</table>
PROGRAMME DESCRIPTION

Communication and Media Science BA course
The Communication and Media course run by Corvinus University of Budapest (CUB) maintain the leading position in academic rankings based on the assessment of the teaching staff and feedback from students and the labour market. The language of education, our excellent teaching staff, the project-based, practice-oriented teaching methods all make the course a strong competitor to similar programmes offered by European and American universities and the sole of its kind in the Central European region.

What is the essence of our course?
The Communication and Media Science BA course in English offered by CUB will be the first and only of its kind in Hungary. Our BA, MA and PhD courses in communication and media provide outstanding prospects for everyone who wishes to do or manage professional or academic work in the area of communication and the media.

What can students learn on our course?
Students receive extensive training in the processes, organisations, practices and effects of public communication as well as traditional and new media. They are also introduced to the most up-to-date international practices in the methodology of communication research, enabling them to study and analyse communication and media phenomena. Our students will be fully prepared for designing, organizing, managing and conducting complex (media) communication tasks globally.

What kind of degree can students achieve?
With the degree, those graduating as “experts in communication” will become professionals capable of doing high-quality work in a variety of areas in the information society.

What questions can students answer and what kind of professional issues can they cope with after graduating?
What are the most up-to-date trends and methods in strategic communication and media planning? How does research and evaluation correspond with models and effects of communication and media? What characterises a successful strategy, brand, image and campaign? How does a media-studio operate? What issues and tasks are implied in organisational communication?

Where can graduates find a job?
This marketable degree provides students with the perspective to take up jobs in the international arena of global communication. Graduates are to be enrolled at international communication and press agencies, electronic and on-line media, publishing companies and communication departments in the governmental sphere. They shall be assessed as PR and marketing consultants, strategic planners, communication analysts, trainers or communication experts. They will also have unprecedented opportunities to continue their graduate and PhD studies, research and/or professional career in English.
Information:
Institute of Behavioural Science and Communication Theory
Programme coordinator: Réka Jablonkai PhD, rjr@uni-corvinus.hu
Office: H-1093 Budapest, Közraktár str. 4-6., 3rd floor, room 306,
(+36-1) 4827374
marta.kosik@uni-corvinus.hu

Web: http://portal.uni-corvinus.hu/?9088
Facebook: https://www.facebook.com/bcemki
FIRST YEAR, FIRST SEMESTER

MODULE OF METHODOLOGY AND SKILLS IMPROVEMENT

Basics of Informatics
This course aims to help students in using software required in their future career and also personal life. The purpose of this course is to give an overview of MS Word, Excel, and PowerPoint starting from the basics but also including special functions such as making notes, using iterative functions, etc. The course also aims to give guidelines to make good PowerPoint presentations, format documents adequately and also use scientific referencing software.

By completing the course Basics of Informatics, students will be able to use MS Word, Excel and PowerPoint on an advanced level and will also improve their presentation skills.

BASIC MODULE OF SOCIAL SCIENCES

Foundations of Sociology
This course provides an introduction to the main problems of social life, social relationships, social structure and to the foundations of sociological thought. The course is a core subject of the BA programme because this is the first time that students meet the key problems, key concepts and key theories during their studies. The course is structured around the main topics of sociology, ranging from globalisation to intimate personal relationships.

By completing the course of Foundations of Sociology, students will develop basic competences in dealing with social problems and will be prepared for further elaboration of the introduced topics and formulating critical questions.

Introduction to Political Science
The course starts with an analysis of institutions that set “the rules of the game” in the realm of legislature, executive and judiciary, i.e., the roles of constitutions, heads of states and governments, parliaments and the role of the European Union. The second part will focus on the politics of representation from the bottom up, that is, from the perspective of a citizen. The course discusses cleavage structures like class, church-state, rural-urban and the interaction of different cleavages. Furthermore, political parties, party families, their differences and similarities, and electoral systems will be covered. The third part is dedicated to revision and individual consultation concerning the students’ presentations and written assignments, and, if time allows, to an excursion, e.g., to the Hungarian parliament.

By completing the course of Introduction to Political Science, students will understand how “democracy works”, they will be able to identify political actors in their physical and institutional manifestations, and will gain an understanding of the strengths and weaknesses of different political regimes in modern societies. Students will also have the ability to describe and analyse the interaction of governments, parliaments, the judiciary, and various other actors of society (e.g., political parties, lobbies).
Philosophy
Introduction is given to epistemology and metaphysics as two related major philosophical disciplines. Thereby a general theoretical framework is provided to future studies of the students together with efficient analytical tools so that these enable students to carry out analysis of problems in their own fields of study. The conceptual heritage of classical Western philosophy is presented in the form of a rational reconstruction with special emphasis on the current significance of the major issues. The philosophical topics to be discussed in the course include: the clarification of the ontological background with existential presuppositions; the role of ideas in empiricism and rationalism; the explanatory role of causal connections and counterfactuals; induction as an empirical method; the distinction between necessary and contingent truths; the role of a priori knowledge; the concept of truth in various truth theories; the link between rationality as it shows up in the scientific enterprise and rationalism proper. Students acquire the most important concepts and conceptual connections of epistemology and metaphysics and will see the significance of this conceptual repertoire from the perspective of European culture and science.

By completing the course of Philosophy, students will be able to apply the arguments of highly abstract nature to the solution of problems in their own fields of study.

Social History
The aim of the course is to introduce students to social history. The focus is on the main events and trends in the 19th and 20th century in Europe. Analytical frameworks, theories and common approaches to social history will be discussed with the help of extensive reading of the relevant literature.

By completing the course of Social History, students will acquire a basic understanding of social history, its main topics, research methods and the relevant literature.

BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

The Realm of Communication
The course serves as an introduction to the study of communication. With its main objective of giving students an introductory but at the same time broad and comprehensive picture of what we label as communication, the course frames the concept, forms and functions of communication, approached from various angles and perspectives. The lectures give an overview of the basic terminology and knowledge of this field of study, and take a closer look at the different levels of communication. Thus, starting off from within the individual and proceeding on up to the contexts of culture and society, and even beyond, we will scrutinize the levels of intra- and interpersonal communication, group and organisational communication, social communication and intercultural communication. Throughout the course, the theoretical and analytical frameworks of interpretation will be enriched with topical examples and illustrative case studies.

By completing the course of The Realm of Communication, students will acquire the basic terminology and approaches of the field of communication, and will possess a theoretical foundation for their subsequent studies. They will also have improved their competence and awareness in becoming conscious viewers of everyday acts of communication, who perceive and interpret the background communication patterns, motives, processes and mechanisms with the eye of a soon-to-be-professional.
**Human Ethology**

Human ethology, as a scientific field is an inspirational contribution to the study of human behaviour and communication. The primary interest of ethologists is the study of behaviour in natural conditions. The focus is on innate behavioural patterns which bring evolutionary success and benefits. Nonverbal communication, the extensive area of human behaviour, will also be investigated with the application of the theories and frameworks of ethology. Human ethology can bring significant insights into the evolution of human behaviour, societal structures and decision-making. Furthermore, human ethology studies various aspects of human development, not just within our own culture but across diverse cultures. This field of study is unique because it looks at both evolutionary processes and the behaviour of apes (primates) in order to understand human behaviour at present more holistically. Using cross-cultural and cross-species data, the course conducts an exploration of the cultural and evolutionary origins of language, non-verbal communication, deception, morality, human aggression, sexual behaviour, gender development and human courtship rituals.

*By completing the course of Human Ethology, students will understand human communication as a form of building a community. They will also have the ability to analyse the processes of decision making, sharing common responsibilities, following societal rules and keeping the morals as the basis for living together as “human animals”.*
MODULE OF METHODOLOGY AND SKILLS IMPROVEMENT

Statistics
The aim of the course is to introduce students to the concepts and methods that are generally used in social statistics that they will use during their studies and in their career. The course will present the most important Hungarian and international journals and publications and will discuss the appropriate way of using such publications for writing home assignments and theses. A main focus of the course is an introduction to the system of social indicators. It will select some important social phenomena such as fertility, education or unemployment and will draw on them to illustrate the correct use of statistical information. During the course, particular emphasis will be placed on the international comparison of systems of statistical indicators. This comparison will mostly be based on UN, OECD and EUROSTAT publications.

By completing the course of Statistics, students will be able to use international social statistical publications as well as analyse data statistically.

Communication Workshop
In addition to providing cognitive information on the practice of communication, the workshop aims to develop students’ interpersonal skills and relations, communication skills, self-knowledge, creativity, skills of problem analysis and information seeking. The main aim of the workshop is to enhance students’ personal involvement and facilitate problem-centric and active learning. Students participate in several interpersonal, communicative situations and suggest and demonstrate ways to maintain effective communication in such situations. Different types of inventories and questionnaires are used to analyse students’ personal characteristics as well. Throughout the course video-feedback is also given. The methods applied in the course include Problem Based Learning and Active Learning.

By completing the course of Communication Workshop, students will be able to use more adaptive communicational strategies, cooperate and collaborate with each other and develop empathy and social support.

BASIC MODULE OF SOCIAL SCIENCES

Comparative Economics
The aim of the course is to offer an understanding of the logic and the different forms of industrial and post-industrial economies. The focus is on market economies in a theoretical framework built on the conceptualisation of the interrelationship of economic, social and (partly) political structures. The readings shed light on the way of thinking of the new institutional economics and the historical as well as the most recent forms of modern economies and economic policies. The course provides insights into the peculiarities of the different types of modern economies, especially those of capitalism and
state socialism. The reasons behind the collapse of the latter in Central and Eastern Europe is also discussed in detail. In this respect, the course focuses on the analysis of the state socialist economic model and its development over the past decades in order to provide a solid theoretical basis for the comparative analysis of the social transition in Eastern Europe and China.

By completing the course of Comparative Economics, students will be able to discuss and understand the issues, findings, and instruments of new institutional economics and social sciences.

Economic History
The aim of the course is to introduce students to the history of European economies. The course discusses the long-term trends and development in the 19th and 20th century. It aims to equip students with the analytical frameworks and skills to identify and examine economic tendencies and changes in the structure of societies. The course provides a comprehensive picture of the economic and social changes that preceded the transition in Central and Eastern Europe.

By completing the course of Economic History, students will acquire a basic knowledge of economic history, its main trends and development in the 19th and 20th century, research methods and literature. Students will have an understanding of the economic and social background of the period of transition.

Law and Economics
The course introduces undergraduate students to the basics of the economic analysis of law. Following a brief introduction to economic reasoning, fundamental economic concepts such as rational choice, value, cost, exchange, efficiency and market are discussed. The second part of the course focuses on economic ideas more closely related to legal problems: (i) externalities, transaction costs and property rights; (ii) risk and insurance; (iii) game theory. In the third part of the course, the most fundamental issues of property law, contract law and tort law are discussed. Finally, organisations and social norms are briefly discussed.

By completing the course of Law and Economics, students will acquire a basic knowledge of economic and legal concepts and will understand the legal system of a modern market economy.

Foundations of Psychology
This course provides students with a broad introduction to the field of psychology. It explores topics such as perception, communication, learning, memory, decision-making, intelligence, motivation and emotion, child development, personality and psychological disorders. This investigation of psychology acquaints students with the major concepts and terminology of the discipline and gives them a better understanding of the self and others. A combination of lectures, video clips, demonstrations and games are used during the classes. The aim of the course is to help students become aware of the major psychological approaches to the study of behaviour, become familiar with major research findings and theories of this field and learn the methodologies of psychology and their limitations.

By completing the course of Foundations of Psychology, students will become informed consumers of psychological information and they will also gain a better self-understanding and a greater understanding of others. They will learn to appreciate the necessity of a multi-level explanation of behaviour, and to apply psychological findings to their main field, the media and mass communication.
BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

Interpersonal Communication
The course offers a rich insight into the complex phenomena of interpersonal communication. Starting from the social contexts and motivations of research in the field, the course aims at introducing interpersonal communication as the cognitive activity of the individual (interactant), as meaning-making by joint actions (interactions) and as the dimension of social relations. These three approaches will provide a clear categorisation of the theories to be dwelt upon. Interpersonal communication will be interpreted in a multidisciplinary way with special emphasis on culture, identity, language and perception. Each and every research and theory will be visited in a critical manner so that the students could see its strengths and limitations. Cases will be investigated and described and thus will the terminologies and interpretations be operationalised.

By completing the course of Interpersonal Communication, students will acquire critical and analytical skills in understanding and interpreting interpersonal communication in different contexts. Students will also gain competence in applying theories to communicative events.

Introduction to Social Psychology
The course introduces students to the most relevant topics of social psychology, the scientific study of human social behaviour and interaction. The different ways people perceive, affect, and relate to one another will be discussed in detail. Processes of human interaction, social influences of family, groups, mass media on individuals and groups will be explored. Furthermore, the course will cover topics such as the social self-concept, social judgment, attitudes, persuasion, conformity, aggression, and interpersonal relationships.

By completing the course students will gain an understanding of social psychological explanations for social influence and interaction and the research methodologies commonly used to understand social influence and interaction.

Mediatised Communication
Students of this course become familiar with the development and functioning of mediatised society. Furthermore, they acquire ways to examine communication and media related to work, entertainment, social changes and the activities of various organisations, institutions. A combination of lectures and video clips is used during the classes.

By completing the course of Mediatised Communication, students will become informed about the basic role of the media in contemporary society. It will develop their critical approach to social injustice which is related to the mediatisation of societies.
SECOND YEAR, FIRST SEMESTER

BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

Network Communication
This course introduces students to the nature of networks and particularly to the form of communication that is organised on the principle of network structure that receives increasing emphasis in today’s social communication. The content of the course covers the discussion of various types of networks and network communication, detailing their specific features, opportunities and benefits, limitations and drawbacks. In the course of the lectures, special attention is devoted to virtual networks and online communities of social networking sites, including the examination of the changing role of the community, the individual and the self within the network.

By completing the course of Network Communication, students will acquire the basic knowledge, main concepts and key aspects of examining and describing networks and networked forms of communication, and will be able to apply these competences to analyse, evaluate and discuss various types of network communication. In addition, they will also increase their awareness of communicating in networked environments, and become more conscious users of social networking sites and other networked fora.

Information Society
This course aims to provide students with a comprehensive grounding in the theories, approaches and research necessary for studying and analysing new media and information structures and processes in both national and global contexts. The focus of the course is on new media technologies and their impact on society, culture, politics and economics. The course aims to introduce and critically examine the advent of information society in all its dimensions. The course provides students with a critical knowledge of the historical background and key evolution steps in the study of new media and new technologies, along with a thorough understanding of the recent developments and trends in new media. The theoretical and methodological aspects of the course allow students to engage confidently with all aspects of new media and new technologies.

By completing the course of Information Society, students will be able to understand the different accounts of “information society” and its related terms, and the implications that these share (or dispute) concerning social and technological change as well as the formulation of appropriate policies and strategies.

Conflict Management
The course introduces students to the basic social psychological processes and concepts of conflict and cooperation, including cognitive, emotional, personality and developmental aspects. Relying on this firm background provides a detailed coverage of conflict management strategies, with special focus on communicational approaches. The course discusses the potential positive outcomes of conflict
in interpersonal and organisational contexts. All the theoretical aspects of conflict management are accompanied with an introduction to practical issues contributing to successful application of the conflict management strategies. The aims of the course are to provide a professional view on social conflict instead of lay theories and to develop the basic skills in the application of conflict management strategies.

By completing the course Conflict Management, students will have an understanding of the negative as well as positive aspects of social conflict, based on firm social and personality psychological grounds. Students will also be able to apply the most important tactics and strategies for the management of conflict at a basic level.

Psycholinguistics
What happens in the human mind when we speak or listen to others? What processes are involved in reading and understanding texts? How do we acquire our mother tongue, and how does this process differ from learning a second language later in life? Why and to what extent do we forget a language which we do not use? Psycholinguistics is a field of study born from a dialogue between cognitive psychology and linguistics and its key objective is to uncover the mental processes which enable us to learn and use language. This course provides an up-to-date introduction to this field, covering its core topics with their associated theories, research methods and key findings.

By completing the course of Psycholinguistics, students will have an increased awareness of the mental processes involved in human language production and comprehension. Additionally, the discussions will improve students’ skills in the interpretation and critical evaluation of empirical research findings.

Controlled Society
Social control is defined to include all social processes, institutions and methods that produce (or attempt to produce) conformity or regulate the individual and collective conduct of its members. There are various forms of social control: the use of power constructing normative boundaries that differentiate normal and deviant perspectives, media roles within popular culture, etc. The course overviews differing academic perspectives, including specific grand theories evidenced through sociological imagination, varieties of violent forms, governmental-economic forms, etc. The social control of communication is tied with social production relations wherein many interests are involved. The control at macro levels can be set and exercised by powers that can deal with the organized political, economical and cultural interests.

By completing the course of Controlled Society, students will be able to identify the structures of power in our contemporary world as well as see and explain the relevance of the social and communication studies’ theoretical and critical approaches to power.

Semiotics
The aim of the course is to give students an understanding of the theoretical basics of communication, and to make them be able to differentiate between signs and symbols, and their codes. The outcomes of the course are an overall knowledge and understanding of semiotics, the science of signs, as
well as the possession of analytical skills to decode and understand messages, and creative skills to communicate messages effectively by applying signs and symbols.

*By completing the course of Semiotics, students will be able to identify signs and symbols and their codes, and to differentiate between them.*

**Visual Communication**
Theories and practices of visual communication and visual culture based on semiotics are introduced during the semester. The analyses of paintings, photography, advertising, film and television as well as new media should lead to the understanding of how the images work and what messages they convey.

*By completing the course of Visual Communication, students will be able to read and understand the messages of visual texts and will have a theoretical knowledge of visual culture.*

**BASIC PROFESSIONAL MODULE: METHODOLOGY**

**Social Science Research Methods I.**  
The course offers an overview of the theoretical foundations of social science research, the phases of its practice and the applicable methods. Through valid examples gained from social science research, students are acquainted with the differences between the various practices.

*By completing the course of Social Science Research Methods I., students will master the essential methods of social science research and will be able to apply them when conducting their own research.*

**Elocution**
The aim of this course is to provide students with practical training in the pronunciation of English in order to improve second language communication efficiency, with a special focus on situations requiring a formal register. The course provides a practical introduction to the pronunciation of formal spoken English. The material is generally covered in a language-neutral manner with no assumptions regarding the student’s mother tongue. However, in the interest of those students who speak Hungarian as their first language, a contrastive Hungarian-English approach is occasionally taken in order to raise students’ awareness of the areas where the phonetics and phonology of their mother tongue differs from English. The target accent is educated British English (RP), although the key differences between General American and RP are also discussed and practised. The course includes practical tasks aimed at pronunciation development and the improvement of listening skills.

*After completing Elocution, students should improve their pronunciation in their chosen dialect of English (Standard British English [RP] or General American [GA]) and speak English with increased confidence. Student should be also able to read and pronounce phonological transcriptions in pronunciation dictionaries, monitor and further develop their knowledge of pronunciation through the use of phonological transcription (uncertainties in transcription reflect uncertainties in pronunciation) and have greater awareness of the sound system of English and of the differences between the two major dialects of English (RP and GA).*
ELECTIVE SUBJECTS

British Civilisation (French Civilisation – Civilization Francaise, German Civilisation – Deutschland Landeskunde, Austrian Civilisation – Landeskunde Österreich)
The course provides an overview of essential aspects of the social, economic and political development of the British society as well as significant works of art (literature, painting, music, architecture) representing a diversity of forms of expression from key historical periods. We approach these works as creative expressions of their historical and cultural contexts to build a better-informed understanding of British culture and creativity. This introductory course is expected to lay a solid foundation for understanding and appreciating Britain’s rich diversity and creative achievements.

Similar courses are offered on French, German and Austrian Civilisation in the respective languages.
SECOND YEAR, SECOND SEMESTER

BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

Communication Dynamics
The course provides an overview of the functions of communication, the basic principles of meta-communication and the factors determining interpersonal and mediatised communication. Furthermore, the course discusses psychological factors of conversation, theories and methods of conversation analysis, discourse analysis, pragmatics, the speech act theory, and gender differences in communication and language use. The course also surveys relevant aspects of online communication and how online and offline communication differ.

By completing the course Communication Dynamics students will have a basic understanding of the dynamics in online and offline communication, will be able to identify psychological factors in communication, and will be able to distinguish between different forms and levels of communication.

Applied Linguistics
This is a survey course concerned with the application of theories of language to issues in the areas of language policy, translation and interpreting, anthropological linguistics, sociolinguistics, bi/multilingualism, contrastive linguistics, register and text analysis. Specifically, the course focuses on:
a) how language use is adjusted to specific functional purposes within specific social contexts, b) language varieties used by speakers of different races, genders, and ethnic backgrounds, and c) the systematic differences between the use of different languages, d) how language is acquired, used, and perceived within bi/multilingual societies, e) how meaning can be conveyed between languages.

By completing the course of Applied Linguistics students will come to understand theories of language and how they can be applied to analyse and explain the way we use language to communicate.

Communication and Media Ethics
The course intends to fulfil two objectives. In the first part of the semester, we approach the moral aspects of direct interpersonal communication. The second part of the course is dedicated to media ethics, and the institutionalisation of mass communication and the question of the freedom of speech are discussed.

By completing the course of Communication and Media Ethics, students will be able to apply their communication competences to foster their interpersonal relationships as well as to evolve their own view of a just society.

Communication Problems
The course is provided in a workshop format focusing on factors that cause communication problems. The workshop aims to develop students’ skills to avoid and overcome communication breakdowns.
in their professional and private contexts. The activities are aimed to enhance self-awareness in communication, conflict management, creativity and other skills relevant to problem analyses and problem-solving. Different inventories and questionnaires are used to identify and analyse students' personal attitudes and abilities to successfully manage communication problems. Throughout the workshop video-feedback is provided.

By completing the course of Communication Problems, students will develop more adaptive communication strategies necessary to avoid or overcome communication problems.

Intercultural Communication
The course provides insights into the basic concepts and models used in studying intercultural communication. It starts out from a survey of definitions and approaches to culture and to what extent it can be considered a factor influencing communication. The models discussed throughout the course include Hofstede’s dimensions of culture, the Lewis model and Hall’s model of culture. Furthermore, students will learn about the results of the GLOBE project, the most recent comprehensive study of culture. Practical implications and application of these theories will also be discussed by case studies and critical incidents.

By completing the course of Intercultural Communication students will be able to identify relevant theories and research methods to analyse specific intercultural communication situations; they will come to terms with their own cultural background.

Media Economics
The aim of this course is the examination of media markets, which are approached through the investigation of products, consuming, production, market structure and partly the effects of regulation, both in general and per sectors (publishing, radio, television, new media). The course highlights the digital revolution of the media, the phenomenon and the driving force of convergence, and the features and tendencies of network media services.

By completing the course of Media Economics, students will be able to describe and analyse media markets and its mechanisms.

Media History
In this course students become acquainted with the antecedents, birth and importance of the media in traditional societies. The dynamics of media supply and demand are overviewed from the Gutenberg galaxy up to the global system of the Internet. In addition, the interrelationship between media and society is also discussed.

By completing the course of Media History, students will gain an understanding of the connection between media sources, technological inventions as well as between the systems of media, economy and society.
BASIC PROFESSIONAL MODULE: METHODOLOGY

Social Science Research Methods II
In this course students are provided with a practical overview of both quantitative and qualitative research methods in the social sciences, which enables them to design and present an original research plan. While there is no requirement for a direct correspondence between the research proposal submitted in this course and the topic of the students’ upcoming theses, students are highly recommended to take this course as an opportunity to prepare in time for the research they will conduct in their third year.

By completing the course of Social Science Research Methods II, students will acquire the skills involved in planning a research project and writing up a research proposal. For most students, these skills will be directly applicable in their next (third) year when conducting research for their thesis.

PROFESSIONAL COMMUNICATION – OBLIGATORY

Professional Communication Skills in English (or in Spanish/German)
The aim of this workshop is to develop basic communication skills, creativity and learning to learn in teams and individually. Current issues of communication are discussed, and students have to participate in team work and team presentations. The course is offered in three languages. Students should complete the course in one of the three optional languages.

By completing the course of Professional Communication Skills workshop, students will improve self-knowledge, learning strategies and creativity, team building and team work. Students will also gain a creative and professional approach to communication theory and practice.

ELECTIVE SUBJECTS

Communication across Cultures
The course gives an overview of how cultural differences influence communication. Different issues relevant in intercultural communication are discussed by watching films depicting relevant cultural aspects. The theoretical background is discussed on the basis of Trompenaars’s and Hampden-Turner’s model of culture and Hofstede’s theories.

By completing the course of Communication across Cultures, students will develop their intercultural competence: improve skills to explore and accept the norms, assumptions and beliefs of others. Students will also be able to cooperate with peers with different cultural backgrounds, they will be able to anticipate difficulties caused by cultural differences, and map out their own cultural stereotypes and that of others.
THIRD YEAR, FIRST SEMESTER

BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

Mediation
The course is built upon the theoretical grounding of the interpretation and understanding of meaning, creation of social reality and systematic comprehension of relationships. The seminar introduces the process of mediation as an instrument of communication. Mediation is presented both as an approach and as an applied problem-solving technique.

By completing the course of Mediation, students will acquire the competences and strategies of assertive communication.

Theories of Communication
The course aims to provide an understanding and interpretation of communicative phenomena in the framework of theories and contexts. Assuming that communication is a term denoting an inter-subjective, interactive and intentional complex of human behaviour, students shall encounter its contextual dimensions in order to identify and analyse communicative events. The course introduces the processes of inquiry in communication, explains layers of theory-building (assumptions, concepts, explanations, principles), it highlights perspectives of research (empirical, interpretive and critical) and outlines the most influential theories and scholarly paradigms in the study of communication. Around the elements of the communicative process will theories and researches be grouped and so will they facilitate the analysis of the communicator, the relationship, the message, the media and the culture in communication. Rich as they are, theories of communication shall nurture a deep understanding of meaningful, symbolic, discursive human behaviours and social dynamics. The aim of the course is to develop critical and analytical skills in understanding and interpreting communication in different contexts.

By completing the course Theories of Communication, students will gain competence in applying theories to communicative events. They will be provided a comprehensive framework of explaining communication.

SPECIALISATION

Organisational Communication
The course is dedicated to the interaction required to direct a group toward a set of common goals, that is, organisational communication. Within global economy and the changing, multicultural world of work, the study of organisational communication offers thoughtful insights into the discourses (dialogues), culture and learning of teams and organisations. Firstly, four perspectives of organisations and communication will be investigated, then views, elements and approaches of organisational culture will be introduced in order to analyse organisational life in a professional way. As for organisational
discourses, identity, power and dialogue will be defined and elaborated upon. Communication of the management and of the team (member) will also be visited, and team learning, knowledge management and cultural dimensions are to be discussed. During the course students will come to understand and interpret organisational communication by studying theories and cases.

*By completing the course of Organisational Communication students will gain competence in applying models, theories and approaches to organisational events of communication. They will be provided a comprehensive framework of explaining complex cases.*

**Corporate Image Design**
Corporate identity is an all important aspect of organisational life, and it is conveyed for significant potential partners from consumers to society as a whole by the image of the organisation. To design a successful corporate image requires thorough background knowledge of corporate culture, the relevant characteristics of the psychology of organisation, the basic attitudes toward the brands and products or services of the organisation both inside and outside. This phase of corporate image design is research intensive, with special respects to qualitative methods. Based on such firm background knowledge communication and creative techniques are applied to arrive at a successful corporate image. The course provides an introduction to the basic concepts of corporate identity, and a practical guide to the most relevant communicational aspects of corporate design. The aim of the course is to provide a sound theoretical basis for the practice of corporate image design as well as a practical guide to the communicational and creative solutions.

*By completing the course of Corporate Image Design, students will acquire a clear and broad understanding of the organisational issues underlying corporate identity. Based on this knowledge they will be able to outline plans for a variety of corporate image features.*

**Information Management**
The Information Management course provides a good understanding of the role of information technology in the modern organisation and also how to manage information resources in the organisation. It covers more or less all the areas where a manager can come across with information systems. The objective of this course is not to create CIOs, it is rather to enable students to understand opportunities and threats that are coming along with IT. Students will be able to sharpen their knowledge about new technologies, get open-minded for changes, and discover the effects of changes on organisations.

*By completing the course of Information Management, students will understand the most important aspects of information technology, the support role that IS and IT play in the organisation and the interrelations of information technology with other related management areas. Students will recognise the relationship between performance, organisational pressures, and responses and technology. Moreover, by knowing how successful information systems are built, used and managed, they will also be able to avoid unsuccessful systems and failures.*
Project Management
The course is based on the paradigm of strategy-oriented project management. Students study the project management toolkit and they also gain skills in applying it. At the same time, the course also focuses on those context-related characteristics based on which one can select the PM tools which are best suited to a given project context (in case of a given project management task) in order to avoid the misleading “one problem means one solution” approach toward managing projects.

By completing the course of Project Management, students will possess knowledge about and the ability to use their skills to complete PM tasks. For instance, project scope definition and stakeholder analysis; time, resource, cost, risk management/assessment; identifying appropriate project organisational arrangements, etc.

Organisational Theory and Behaviour
The course is intended to introduce theories and practices of different areas and functions that are necessary to become a successful manager. The subject covers three levels of the study of Organisational Behaviour: first, the individual level; second, the group level and finally, the level of the whole organisation. Important issues of management are discussed, such as motivation, leadership, group processes, decision making, conflict handling, internal communication, organisational structure and design, corporate culture, etc. The course not only provides students with the theoretical background, but it also presents how these theories can be applied to organisations.

By completing the course of Organisational Theory and Behaviour, students will have an understanding of what organisational behaviour is, of different work-related behaviours and their consequences to the workplace. They will also build up knowledge on how to identify, analyse and solve problems relating to behaviour in organisations.

Thesis Seminar I
The aim of the course is to provide assistance in thesis writing. Students choose their own topics and consultants for their theses. Throughout the semester they do literature review and design a research project relating to their topics. This course is organised in a one-to-one format between students and consultants.
THIRD YEAR, SECOND SEMESTER

BASIC PROFESSIONAL MODULE: ACADEMIC SUBJECTS

Social Communication
Human communication is necessarily social. Social communication therefore is the field of study that primarily explores the ways communication can be perceived, transmitted and understood, and the impact those ways will have on a society. Thus, the study of social communication is more epistemologically and socially involved than, e.g., the study of interpersonal communication. It explores the construction of social reality and at the same time the reality of social construction.

By completing the course of Social Communication, students will be provided with sufficient knowledge to see through the web of the social construction of a reality that surrounds us, dominates and shapes our lives, including our identities, ideologies and beliefs about ourselves and the world around us.

SPECIALISATION

Foundations of Organisational Sociology
This course surveys the literature on organisations, focusing on the rise of modern organisations since the mid-nineteenth century, historical trends in management theory, and critical and sociological work on organisations. Changes will be examined in production technology and in the social technology of managing the workforce. The history of management theory will be discussed, from the harsh principles of the “drive system” to the latest theories of how “work teams” improve productivity and how focusing on a firm’s “core competence” improves the bottom line. We will study social science perspectives that question the efficiency (e.g., the garbage can model) and the equity (e.g., neo-Marxist labour market theory) of current organisational practices.

By completing the course of Foundations of Organisational Sociology, students will be able to explain the historical development of organisations, critique classical problems and perspectives of bureaucracy, organisations and management, and discuss perspectives in organisational theory. They will also be able to analyse both critical and mainstream issues in organisational theory and evaluate the importance of a power perspective in organisational analysis.

Human Resource Management
The main objective of the course is to explore the ways Human Resources Management (HRM) can contribute to the realisation of a business strategy and the well-being of employees. Case studies and simulations will be applied during the course to enhance experimental learning and the development of students’ skills.

By completing the course of Human Resource Management, students will get a thorough understanding of the interdependence between Business Strategy and HRM Strategy & Planning.
**Business Negotiation**

The course focuses on negotiation as a specific, dynamic way of solving problems and making decisions in business settings. The concepts, phases, styles and strategies of negotiations will be discussed and practised by case studies and simulations including one-on-one, cross-cultural, third-party and team negotiations. Essential elements of bargaining and negotiation are examined, including individual style, risk-taking propensity and motivation, integrative and distributive strategies, power relations, common tactics and behaviours and ethical issues.

*By completing the course of Business Negotiation, students will be able to identify personal decision making and negotiation competencies and styles, and recognise the styles and strategies of others within and across culture. Students will also develop advanced negotiation skills.*

**Thesis Seminar II**

The aim of the course is to provide assistance in thesis writing. Students choose their own topics and consultants for their theses. Throughout the semester they do literature review and design a research project relating to their topics. This course is organised in a one-to-one format between students and consultants. Students will have to submit their theses by the end of the semester.