

Opasraportti

HuTK - International Business Communication 2009-2011 (2009 - 2011)

Master's Degree Programme in International Business Communication

Majors in the programme: English, German and Nordic Philology

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An Overview of the Master's Degree Programme

The Master's Programme in International Business Communication is a two-year programme which trains students to become experts of languages and cultures in international and multicultural work communities. The aim of the programme is to develop communication skills and to increase language proficiency and knowledge about economy, different cultures and intercultural communication. The minor subjects, organisational communication and economy, form separate entities. The Master's Degree Programme comprises 130 points.

Postgraduate Studies

After completing the Master's Programme, students will receive the degree of Master of Arts and have the possibility to continue their studies in their major (English, Nordic or German Philology) because a similar amount of studies is required in other MA studies as well. However, the studies differ in content as this Master's Programme focuses on business culture and communication.

Admission Requirements

20 students will be admitted to the Master's Programme: 6 to study German Philology as a major, 6 to Nordic Philology and 8 to English Philology. The applicant must have attained a Bachelor's Degree and must have completed the basic and intermediate studies in their future major with at least a grade of 3 or 'Good Knowledge'. Study success in the future major, the applicability of other studies and overall study success influence who is admitted into the programme. In addition, individual interviews are held to determine the motivation and suitability of students as well as their language and communication skills.

Employment Prospects

After completing the programme, students will be able to work in the field of business, commerce, industry and tourism or start their own consulting firm that deals with languages and cultures. Students graduated from the former degree programme of International Business Communication have found work mainly in private enterprises: in the internal and external communication of companies, in customer support and training, in communications consulting and in marketing and media.

Degree Structure

Studies in the Master's Degree Programme (130 points) consist of the Advanced Studies in the major (80 points), Communication Studies 25 (points) and studies in Economics (25 points).

25 credits in Communication	25 credits in Economics	80 credits in the Major
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-Introduction to Communications 3 credits -Graphic Design 4 credits -Internet Publishing 4 credits -Communication in Corporations and Other Organizations 3 credits -PR-Communication 3 credits -The Role of the Information and Communication in Organization 3 credits -Elective Courses (at least 5 credits)	One of the following: -Management -Marketing -Logistics	(includes the Master's Thesis 40 credits)
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Communication Studies 25 credits

Admission Requirements and Commencement of Studies

All students in this Master's Degree Programme have the right to study Communication Studies. The minor subject studies in Communication are usually completed during the first year of the programme. For some of the courses, students will be admitted from Information Studies and Science Communication (TIEMA).

Study Counselling

Contact Erkki Karvonen, tel. 358 8 553 3352, erkki.karvonen@oulu.fi or Kristiina Suikkari, tel. 358 8 553 3402, kristiina.suikkari@oulu.fi. Office hours are announced at the beginning of the term.

Learning Objectives

After completing the Communication Studies, students will have a multifaceted view of communications, especially in business and organisational contexts. The studies comprise both theoretical courses in communication studies and practical courses in communication. The aim of the communication studies is to teach skills in organisational communication to students within the master's degree programmes in the humanities.

Courses

Basic Studies, 25 credits

Compulsory courses (20 credits):

- 695100P Introduction to Communications 3 credits
- 695101P Graphic Design 4 credits
- 695102P Internet Publishing 4 credits
- 695104P Communication in Corporations and Other Organizations 3 credits
- 695105P PR-Communication 3 credits
- 695107P The Role of Information and Communication in Organization 3 credits

Elective courses (at least 5 credits):

- 695106P Intercultural Communication 3 credits
- 695103P Communication Studies Portfolio 2 credits
- 694597S What is Science Communication? 5 credits
- 694531S Changing Media Culture 5 credits
- 694532S Media Law and Ethics in the Media 5 credits

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

682326S: Commercial Correspondence, 4 op
 695103P: Communication Studies Portfolio, 2 op
 695104P: Communication in Corporations and Other Organizations, 3 op
 682323S: Cross-cultural Communication, 5 op
 695101P: Graphic Design, 4 op
 695106P: Intercultural Communication, 3 op
 693652S: Intercultural Communication, 5 op
 693432S: Intercultural Communication, 6 op
 695100P: Introduction to Communication Studies, 5 op
 693622S: Master's Thesis, 40 op
 693416S: Master's Thesis, 40 op
 682320S: Master's Thesis (Pro Gradu Thesis), 40 op
 693439S: Optional Special Field, 2 op
 693454S: Organizational Culture and Communication, 5 op
 693672S: Organizational Culture and Communication, 10 op
 693659S: Optional Advanced Studies, 2 op
 695105P: PR-Communication, 5 op
 682325S: Presentation Skills, 4 - 8 op
 693430S: Pro Gradu Seminar, 10 op
 682301S: Residence in an Anglophone Country, 4 op
 682299S: Seminar, 8 op
 695107P: The Role of Information and Communication in Organization, 3 op
 693649S: Thesis Seminar, 10 op
 682300S: Thesis Workshop, 5 op
 693653S: Training, 8 op
 682324S: Translation for Business, 6 op
 695102P: Web Publishing, 4 op
 682304S: Work Practice, 5 op
 693433S: Work Practice, 8 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

682326S: Commercial Correspondence, 4 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

695103P: Communication Studies Portfolio, 2 op

Voimassaolo: 01.08.2005 - 31.07.2008

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

2 credits

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will pull his/her know-how in Communication Studies together in a portfolio.

Contents:

Portfolio as a support in becoming an expert and as a tool for marketing the student's know-how.

Learning activities and teaching methods:

Lectures and exercises.

Target group:

Students of Master's Degree Programme in Business Communication.

Recommended or required reading:

To be handed out during teaching.

Assessment methods and criteria:

Building a portfolio

Grading:

0-5

Person responsible:

Lecturer/part-time teacher

695104P: Communication in Corporations and Other Organizations, 3 op

Voimassaolo: 01.08.2005 - 31.07.2008

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

3 credits

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will become familiar with the basics of the theory of communication in corporations and other organizations and with the process of communication, the emphasis being on internal communications.

Contents:

Particular emphasis is on internal communications in an organization.

Learning activities and teaching methods:

Lectures/book examination

Target group:

Students of Master's Degree Programme in Business Communication.

Recommended or required reading:

To be handed out during teaching.

Assessment methods and criteria:

Examination

Grading:

0-5

Person responsible:

Lecturer/part-time teacher

682323S: Cross-cultural Communication, 5 op**Voimassaolo:** 01.08.2005 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** English**695101P: Graphic Design, 4 op****Voimassaolo:** 01.08.2005 - 31.07.2008**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

4 credits

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will be able to understand entities formed by images, symbols and text, and to use the means of visual expression, composition and typography in his/her own work.

Contents:

The course familiarizes the student with the basics of designing a two-dimensional surface and the basics of visual design, typography and the use of colour and shapes. During the course, students will learn to use image processing and make-up programmes, and plan a small-scale online publication.

Learning activities and teaching methods:

Lectures and exercises.

Target group:

Students of Master's Degree Programme in Business Communication.

Recommended or required reading:

To be handed out during teaching.

Assessment methods and criteria:

Assignment

Grading:

Pass/fail

Person responsible:

Part-time teacher

695106P: Intercultural Communication, 3 op**Voimassaolo:** 01.08.2005 - 31.07.2008**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

3 credits

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will become familiar with the basic concepts of intercultural communication, and develop the sensibility needed to recognize problems related to communication as well as the ability to analyse communication situations.

Contents:

Basic concepts of intercultural communication, and its significance in a modern society. Various cultural phenomena and characteristics in international contexts. Multicultural working communities.

Learning activities and teaching methods:

Lectures/book examination

Target group:

Students of TIEMA and Master's Degree Programme in Business Communication

Recommended or required reading:

To be handed out during teaching.

Assessment methods and criteria:

Examination

Grading:

0-5

Person responsible:

Lecturer/part-time teacher

693652S: Intercultural Communication, 5 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

693432S: Intercultural Communication, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: German

695100P: Introduction to Communication Studies, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay695100P Introduction to Communication Studies (OPEN UNI) 5.0 op

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will have an understanding of the basic concepts and theories of communication and the meaning of communication in our everyday lives. The student will be able to recognize and analyze everyday communication.

Contents:

Basic concepts and theories in Communication

Learning activities and teaching methods:

Lectures and literature

Target group:

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

Assessment methods and criteria:

Examination

Grading:

0-5

Person responsible:

Professor Erkki Karvonen

Other information:

For students of Master's Degree Programme in Business Communication, and Information Studies, available as a 3-credit course.

693622S: Master's Thesis, 40 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

ECTS Credits:

40 credits

Language of instruction:

Swedish

Timing:

4th-5th year

Learning outcomes:

The ability to solve a scientifically relevant and research-ethically correct linguistic problem independently, and methodologically correctly, and to produce a grammatically correct written thesis.

Contents:

Instruction and seminars, through which students learn to discuss scholarly problems and write a scholarly thesis.

Learning activities and teaching methods:

Instruction and seminars, independent work

Recommended optional programme components:

Basic and Intermediate Studies

Recommended or required reading:

Handbooks and other aids

Assessment methods and criteria:

Independently written thesis, maturity test

Grading:

0-5

Person responsible:

Paula Rossi

693416S: Master's Thesis, 40 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Ei opintojaksokuvauksia.

682320S: Master's Thesis (Pro Gradu Thesis), 40 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

40 pts

Language of instruction:

English

Timing:

5th year.

Learning outcomes:

The writing of a thesis that demonstrates the ability to carry out independent research and present the research findings in a systematic and appropriate form.

Contents:

The scholarly production of a thesis on an approved topic in a field represented in English Philology, and the writing of an abstract in English.

Learning activities and teaching methods:

Supervised independent research work.

Target group:

Advanced-level students with English Philology as their main subject.

Recommended optional programme components:

Both the Seminar and the Thesis Workshop required, and elective courses related to the theme of the thesis recommended.

Recommended or required reading:

As agreed with the thesis supervisor.

Assessment methods and criteria:

A thesis, together with an abstract written in English.

Grading:

0-5

Person responsible:

The Head of English Philology

693439S: Optional Special Field, 2 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: German

693454S: Organizational Culture and Communication, 5 op

Voimassaolo: 01.08.2009 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: German

693672S: Organizational Culture and Communication, 10 op

Voimassaolo: 01.08.2009 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

693659S: Otional Advanced Studies, 2 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

695105P: PR-Communication, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay695105P PR-Communication (OPEN UNI) 5.0 op

ECTS Credits:

3 credits

Language of instruction:

Finnish

Learning outcomes:

The student will understand the importance of external communication as a tool for supporting various organizational activities, in particular those of an enterprise. The student will also understand the principles of reputation and brand management as well as the nature of organizational communication.

Contents:

External Organizational Communication

Learning activities and teaching methods:

Lectures

Target group:

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

Assessment methods and criteria:

Examination

Grading:

0-5

Person responsible:

Professor Erkki Karvonen

682325S: Presentation Skills, 4 - 8 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

693430S: Pro Gradu Seminar, 10 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: German

682301S: Residence in an Anglophone Country, 4 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

4 pts

Timing:

4th year or earlier.

Learning outcomes:

The aim is to familiarise students in practice with the characteristic features of the language, culture and society of an English-speaking (Anglophone) country and to develop their awareness and appreciation of the cultural similarities and differences between the recipient country and their own.

Contents:

Extended residence in an English-speaking (Anglophone) country.

Target group:

Intermediate or advanced-level students.

Recommended optional programme components:

None.

Assessment methods and criteria:

Either documentary proof of a minimum of eight weeks' total residence in an English-speaking country together sometimes with a written report on the residence, or documentary proof of participation in a 3-4 week full-time /intensive language course in an English-speaking country.

Grading:

Pass/fail.

Person responsible:

The Head of English Philology.

682299S: Seminar, 8 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

8 pts

Language of instruction:

English

Timing:

4th year or later.

Learning outcomes:

The aim of the Seminar is to foster the ability of students to define specific research questions and goals, find appropriate methods to deal with the questions raised, and-through both speech and writing-to present the results of the research in a clear, consistent and scholarly form.

Contents:

Various topics are offered in different groups where students work in the form of discussions, presentations, empirical analyses, etc. with a view to developing their ability to carry out independent research in a specific problem area relevant to their studies and the fields represented within English Philology.

Learning activities and teaching methods:

Seminar.

Target group:

Advanced-level students.

Recommended optional programme components:

Completion of the Candidate's Seminar and Thesis required, and elective courses related to the theme of the chosen Seminar group recommended.

Recommended or required reading:

To be agreed with the course teacher.

Assessment methods and criteria:

Compulsory attendance, active participation in group discussions, and presentation of a paper in speech and writing.

Grading:

0–5

Person responsible:

Anthony Johnson (Professor).

695107P: The Role of Information and Communication in Organization, 3 op

Voimassaolo: 01.08.2005 - 31.07.2008

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Language of instruction:

Finnish

Timing:

1st year

Learning outcomes:

The student will become familiar with the functions of information and communication in an organization, as well as the production of new information and information management.

Contents:

Information management and distribution of information in activities based on information; interaction, communications and creating new information in an organization environment; information leadership.

Learning activities and teaching methods:

Lectures with web material/book examination.

Target group:

Students of TIEMA and Master's Degree Programme in Business Communication

Recommended or required reading:

To be handed out during teaching.

Assessment methods and criteria:

Examination

Grading:

0-5

Person responsible:

Lecturer/part-time teacher

693649S: Thesis Seminar, 10 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

682300S: Thesis Workshop, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

8 pts.

Language of instruction:

English

Timing:

4th year or later.

Learning outcomes:

The purpose of the Workshop is to provide guidance and group support for the planning and writing of the Master's Thesis (The Pro Gradu Thesis).

Contents:

Various topics are covered in different groups where students will focus on: identifying a topic and defining a research question; collecting relevant material and theoretical background reading; selecting an appropriate methodology for addressing the research question; analysing the data and interpreting the results. However, the nature of the research process may vary according to the purpose of the student's project and to the student's individual needs.

Learning activities and teaching methods:

Group discussions and written work.

Target group:

Advanced-level students majoring in English Philology.

Recommended optional programme components:

Seminar required.

Recommended or required reading:

To be agreed with the course teacher.

Assessment methods and criteria:

The presentation of a potential thesis chapter in the correct scholarly form, and the writing of a detailed and well-planned research proposal, including a timetable agreed on with the course teacher.

Grading:

Pass/fail.

Person responsible:

Anthony Johnson (Professor).

Other information:

The Thesis Workshop is compulsory for all students with English Philology as their main subject (majors). Students with English Philology as a subsidiary subject (minors) are not permitted to take the Thesis Workshop course (see Master's Thesis [Pro Gradu Thesis] below).

693653S: Training, 8 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Swedish

682324S: Translation for Business, 6 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

695102P: Web Publishing, 4 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

4 credits

Language of instruction:

Finnish

Learning outcomes:

The student will have an understanding of the nature of web publishing and will be able to create a simple web publication.

Contents:

Basics of Web Publishing

Learning activities and teaching methods:

Lectures and exercises

Target group:

Students of TIEMA, Master's Degree Programme in Business Communication, and Information Studies

Assessment methods and criteria:

Assignment

Grading:

Pass/fail

Person responsible:

Professor Erkki Karvonen

682304S: Work Practice, 5 op

Voimassaolo: 01.08.2005 -

Opiskelumuoto: Advanced Studies

Laji: Practical training

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

4 pts

Language of instruction:

English

Timing:

Advanced level.

Learning outcomes:

The aim of this 'course' is to offer students exposure to, and experience of, an English-speaking work environment, so that their ability to perform at a high level of competence in both written and spoken English is improved.

Contents:

The kind of work practice required of a student will depend not only on the common goals that have been set for the practice but also on a student's specialization and personal interests.

Learning activities and teaching methods:

Internship.

Target group:

Advanced-level students.

Recommended optional programme components:

None.

Assessment methods and criteria:

Students must submit a written report on, and documentary proof of, their work practice.

Grading:

Pass/fail.

Person responsible:

The Head of English Philology.

Other information:

The criteria that must be met to fulfil the requirements are to be agreed on with the Head of the Department prior to employment.

693433S: Work Practice, 8 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Humanities

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: German