



**HOCHSCHULE  
MITTWEIDA**  
University of Applied Sciences



**Bachelor of Science (B.Sc.)**

# **Global Communication in Business and Culture**

**Faculty of Media**

# Careers and Employability

## Realize your full potential!

You will be prepared to work as an intercultural expert and drive the internationalization of enterprises and organisations in the fields of business, media, culture, and politics. The course will get you ready to manage international processes as intercultural coaches or international managers in marketing, recruiting or product management. Graduates of Global Communication in Business and Culture have three decisive advantages:

- **The combination of knowledge is unique.**

Mittweida University of Applied Sciences is the only place to offer such a broad combination of business, media, culture, and languages with digital skills and intercultural competence.

- **Apply your knowledge to real-life cases.**

Your lecturers are experts with international experience and know exactly what matters. They teach you how to tackle complex challenges using scientific reasoning and methods.

- **Become an expert.**

Intense practical orientation, your specialisation in a cultural area of study and an integrated international exchange semester give you an advantage.

You are free to pursue a successful career in industry or work for political or non-governmental organisations. Whether you want to work as a strategic manager, communicator, content creator or consultant - your work will be in demand as an independent freelancer or as an employed professional.

## Summary

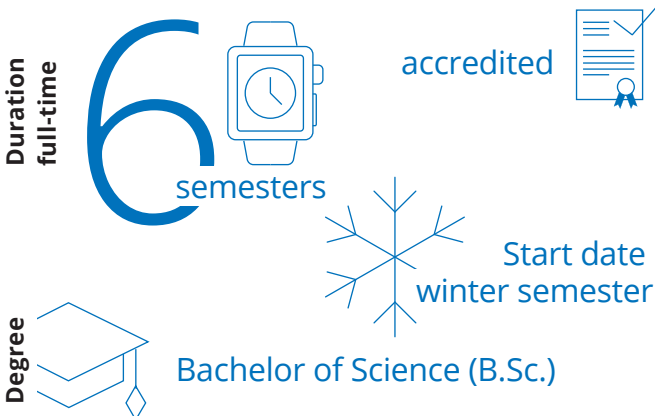
The world is your home? You're a keen communicator and have no fear of speaking foreign languages? You're interested in business, communication and cultures? Then Global Communication in Business and Culture is the perfect course for you.

In this course you will gain key knowledge in business studies, economics and media studies. You will learn about the German perspective and compare this to your international one. You will combine this knowledge with foreign language skills and intercultural competence.

During your studies you will specialise in one of the following cultural and economic areas of study: Eastern Europe, Western Europe, Scandinavia and the Baltic states, South and North America or Africa.

Since intercultural competence can only be developed through personal experience, the programme includes international experiences: students participate in both a study abroad semester at a partner university and an internship with an international focus.

## At a glance



# Content and Delivery

Global Communication in Business and Culture has an innovative course structure that allows students the greatest possible freedom for individual development.

The content is delivered online and as blended formats. This means that you can study at any time and from any location, and you will be more independent than a traditional student. You will gain individual experience during your studies that other students only have after graduation. In semesters one to three you will focus on acquiring core knowledge and gaining experience. Each module addresses key issues from business studies, economics, media studies, society, and culture. Semester four is your semester abroad. In the fifth and sixth semesters, you will consolidate your knowledge and graduate after submitting your Bachelor's thesis.

Experience is a key part of the course. Regular field trips to various locations where you can see the theoretical knowledge from business, media, and culture come alive are integrated into the course. Back in Mittweida, you will work through your impressions and deepen your knowledge while experts guide you and give you first-hand reports from the field. These include:

- **Prof. Dr. Kai Gniffke**, Chair of public broadcaster (ARD), central television newsroom of the German Association of Public Broadcasting Corporations
- **Prof. Dr. Johannes Beermann**, Member of the Executive Board of the Deutsche Bundesbank, retired (central bank of the Federal Republic of Germany)
- **Prof. Dr. Gabin Ananou**, Head of Division Climate Competence Centres, WASCAL & SASSCAL
- **Dr. Falk Kunadt**, Senior Strategy Analyst for Strategic Foresight, Think Tank of the German Aerospace Centre
- **Prof. Dr. Tatiana Schmollack-Tarasova** Managing Director DACH, BSI Group Deutschland GmbH, global leader in business standards and certification

# Course Structure

## Semester 1

Business Management I

Introduction to media systems

Journalism

Intercultural Team Building

Cultural Communication – Business English

Scientific Reasoning & Research Methodology

## Semester 2

Business Management II

Media Production

Cultural Studies

Human Resource Management

Cultural Communication I – Business English

Institutional Case Studies

## Semester 3

International Affairs

Digital Business

Economics, Media and Politics in Europe

Economics, Media and Politics in Specific Cultural Areas

Intercultural Business Communication

Cultural Communication III – autonomous language learning

## Semester 4 (international)

Study Abroad Project

Internship Project

## Semester 5

Applied Intercultural Competence

International Management

Philosophical Reflection

Project Management

Advanced Media Lab

Contemporary Challenges in International Relations and Culture Diplomacy

## Semester 6

Scientific Writing

Intercultural Business Simulation

Bachelor's Thesis

# Student advisory service

Our advisors are available any time for a straight-forward talk about any general study-related questions.

## Your personal contact person:

Lisa Viehweg M.Sc.

**Phone** +49 (0) 3727 58-1309

**Whatsapp** +49 (0) 151 115 42 900

[studienberatung@hs-mittweida.de](mailto:studienberatung@hs-mittweida.de)



## Social Media



@hochschulemittweida



@hochschulemittweida



@HochschuleMittweida



hs.mw/discord

## To apply

Mittweida University of Applied Sciences runs a separate application procedure for international students. Get information on all required application documents for international applicants and details about the admission process [here](#):

[www.hs-mittweida.de/application](http://www.hs-mittweida.de/application)