

GLOBAL BUSINESS COMMUNICATION (SEPTEMBER START) (MSc/PgDip/PgCert)
57Q91GB1/57Q91GVX/57Q91GVZ

Duration: 12 months full-time or 24 months part-time (MLitt); 9 months full-time or 21 months part-time (Postgraduate Diploma).

Content: Candidates must undertake the following curriculum

FULL TIME ROUTE

Stage 1

- PD5006 Getting Started at the University of Aberdeen (0 credit points)
- QA50C1 Communication Theory and Analysis (30 credit points)
- QB5045 Negotiation and Cross-Cultural Management (15 credit points)
- QB5046 The Leadership Challenge (15 credit points)

Stage 2

- QA55C2 Intercultural Communication (15 credit points)
- QA55C3 Institutional Discourse (30 credit points)
- QB5513 Marketing Management (15 credit points)

Stage 3

- QA59C4 Dissertation in Professional Communication (60 credit points)

PART TIME ROUTE

This route will run over two years. Students can take up to 120 credit points in a single year. PD5006 must be taken in Year 1 and QA59C4 must be taken in Year 2. The following courses are compulsory and can be taken in either Year 1 or Year 2:

- PD5006 Getting Started at the University of Aberdeen (0 credit points) (Must be taken Year 1)
- QA50C1 Communication Theory and Analysis (30 credit points)
- QA55C2 Intercultural Communication (15 credit points)
- QA55C3 Institutional Discourse (30 credit points)
- QB5045 Negotiation and Cross-Cultural Management (15 credit points)
- QB5046 The Leadership Challenge (15 credit points)
- QB5513 Marketing Management (15 credit points)
- QA59C4 Dissertation in Professional Communication (60 credit points) (Must be taken in Year 2)

Assessment: By a combination of coursework, written and oral examinations where appropriate for each course. The degree of MLitt will not be awarded to a candidate who fails to achieve a CGS Grade of D3 or above in the dissertation, irrespective of their performance in other courses.