



Edinburgh Napier University

Intercultural Business Communication

Study details

Course type: Master's degree

Degree: MSc (Hons) Intercultural Business Communication

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 18 800 GBP

Reg. fee : 210 GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Apr/Jan/Sep

Requirements

English language requirements

IELTS Academic

- Overall 6.5
- Writing 6.0
- Listening 5.5
- Reading 5.5
- Speaking 6.0

We also accept other English language qualifications. (TOEFEL iBT, Trinity ISE, LANGUAGECERT Academic..)

Don't meet the English language requirements?

Pre-sessional English for international students. If you hold a conditional offer and have not yet met the English entry requirements for a degree course at the University, we can help you with our pre-sessional English courses.

Accommodation

Key Features & Amenities

- Fully-furnished bedrooms

- Laundry facility with washers and dryers available
- Super-fast internet and wifi throughout
- Large social space, games area and study spaces
- Communal kitchen space for students
- 24/7 security

Two main accommodation locations for International Students:

Gorgie: 543 Gorgie Road Edinburgh EH11 3AR

Westfield: 24 Westfield Road Edinburgh EH11 2QB

Speciality

Pathways Available: Pre-Master's

Additional information

Degree Overview

This course will give you a solid understanding of intercultural business communication and a range of issues related to cross-cultural business. You'll be well prepared for a career in international tourism, commerce or marketing.

Intercultural business communication deals with the study of communication in intercultural and cross-cultural business contexts. It plays a key role in the global economy and world commerce as it considers cultural differences between international business partners and clients.

You'll critically examine issues related to cross-cultural business behaviour, cultural dimensions, the key role of language, critical cultural awareness, and training for intercultural competence. You'll discuss the works of major intercultural researchers and the critiques they have received in order to contribute to a more widening debate of intercultural theory and research.

This course gives you grounding in the global economic environment and the opportunity to specialise in an area of business. You'll also study an in-depth introduction to research methodology, appropriate to undertaking research at this level.

With an international outlook, MSc Intercultural Business Communication attracts students from a wide range of cultural backgrounds. By the end of the course, you'll have a systematic understanding of intercultural business communication and competing theories of culture and communication.

You'll also have the ability to critically and flexibly apply theoretical models to cross-cultural business contexts, including those of international marketing, commerce, advertising and tourism.