INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH

INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH – IN BRIEF

The programme focuses on the combination of English language, international market communication and public relations, in general and in relation to the foreign language area. Students acquire solid competences in English language usage, language comprehension and translation. They achieve theoretical and practical competences within the areas of corporate image and identity, public relations and strategic communication, web and social media, global and intercultural communication and dissemination. Students can work independently and in groups, applying both process and solution oriented approaches. In addition, they learn how to transfer their knowledge into practice, i.e. in project work and during internships in a Danish or international enterprise, in which they practice their foreign language skills and work with an international dimension.

WHAT DO GRADUATES FROM INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH CONTRIBUTE TO THE EMPLOYER?

The graduates enhance the performance of Danish and international enterprises in international markets. Making use of their competences within English, communication, public relations and marketing, the graduates can operate and develop the market communication activities of enterprises. They can enhance export promotion and consolidation efforts in English-language and global markets. They can also ensure professional strategic communication activities in both Danish and international markets, and be in charge of relations with business partners and customers. Based on their English language skills, they can also handle and ensure the good quality of documents for internal and external use, translate business texts into English and independently compose business texts in English.

WHERE ARE GRADUATES FROM INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH EMPLOYED?

The graduates work primarily in the private business sector, particularly within the sectors of energy, foods, service and production; in consultancy companies, financial companies and IT companies. In the public sector, the graduates work within communication, teaching and international integration. Their primary tasks are strategic communication and dissemination, marketing and public relations, translation and text production, project management and planning, teaching, graphical representation, as well as consultancy and analytical work. The graduates hold positions as public relations and marketing coordinators, sales coordinators, human resource consultants, communication officers, business consultants etc.

SPECIALISATION: ORGANISATION AND MANAGEMENT

This specialisation focuses on organisation and management, communication and intercultural competence, and on organisational culture and crisis communication.

SPECIALISATION: CHINA AREA STUDIES

This specialisation focuses on China’s impact and global significance. The specialisation includes China’s historical, philosophical, political, cultural and economic conditions, and highlights China’s impact in international and global agendas. The specialisation also includes a basic Chinese language course.
INTERNATIONAL BUSINESS COMMUNICATION
IN ENGLISH

METTE ØVAD CHRISTENSEN
Marketing Coordinator at Wrist Ship Supply

Wrist Ship Supply is a provider of supplies to ships and offshore units. Mette is engaged in both internal and external communication, and she provides the company’s offices globally with communication and marketing material.

“My education at AAU introduced me to a wide range of disciplines; many of them provided me with such profound knowledge that I was able to launch directly into a given work task. Other disciplines provided me with a more theoretical introduction, but through my education I acquired a good methodological approach, which has made it easy for me to pick up new insights and competences.

In my job, I have also benefitted greatly from using the project-oriented approach which formed the basis of major assignments during my time of study.”

Søren Jørgensen,
Executive Vice President at Wrist Ship Supply:

“Our efforts to focus on corporate branding have clearly enhanced our profile. Through a targeted communication effort, our sales and marketing materials have now become clearly homogeneous.

Mette has managed to align our external communications activities in particular, and she has become a key person by continuously enhancing our company’s internal communication, with the effect that all members of staff across our global setup now see themselves as part of a wider context.”

SIGNE BJØRN AAEN
Marketing Coordinator at Cembrit Holding A/S

Cembrit is a developer and producer of building materials and fibre cement. Signe’s job is to coordinate key marketing initiatives and product launches; in addition, she acts as the liaison between the company’s product department and colleagues across Europe and is the team manager of two other members of staff.

“Over time, my work tasks have become much more oriented towards project management and management in general, rather than towards coordination only. The very academic approach which includes planning and project management is very essential in my job.

Our corporate language is English, and all written and oral communication obviously takes place in English. In my copywriting tasks, the skills I acquired from the writing courses in the Language and International Business Communication programme are fully applicable. It has turned out that not many people take a grammatical view of the language.”

Christophe Lagrange,
Strategic Marketing Manager at Cembrit:

“Thanks to her education Signe has an understanding of the complete marketing process and is thus able to coordinate various actions along it. She is also open to understand situations (WHAT/WHY), putting her in a position to look for solutions with multiple stakeholders (in our case with multiple nationalities).

As marketing coordinator you need to have good organizational skills and a good sense of managing urgent situations as there is always something which will go wrong at certain point.”

PROBLEM-ORIENTED PROJECT AND GROUP WORK

Students at AAU work in groups to prepare major problem-based projects, cf. the Aalborg model for problem-based learning. Emphasis is placed on students collaborating to identify, analyse and solve authentic problems, using both theoretical and practical approaches - often in collaboration with external partners. This provides the company with access to new knowledge, and the students become more familiar with their future work situations. The result is that the graduates are prepared to take on work tasks from day one. From the very beginning, they are able to address problems in practice, work in teams and in inter-disciplinary contexts, report work results orally and in writing, communicate issues etc.