

# Double Canadian / Ivorian Diploma Bachelor of Arts in Business Communication

## Bachelor of Arts in Business Communication

The Bachelor of Arts in Business Communication (BA) is an interdisciplinary program that will develop your knowledge of media, cultural studies and business alongside theoretical and practical skills. The communication methods learnt and media training students get throughout this course are relevant to careers in professional writing, journalism, public relations, communications, and advertising. Graduates of the BA program will be able to:

Learn to evaluate and integrate all types of business communication.

Demonstrate research techniques and methodologies.

Create ethically and legally sound content for a variety of markets. Integrate media and content to communicate persuasively to specific audiences.

Apply communication methods to business problems and contexts.

## Program Structure

### Preparatory

#### Tier 1 University Foundation

Introduction to Anthropology  
Introduction to Business  
Mass Media and Society  
Introduction to Ecology  
Academic Writing  
Contemporary Literature: Drama and Narrative  
Foundation Mathematics  
Moral Philosophy  
Fundamentals of Psychology  
Electives

#### Tier 2 disciplinary foundation

Business Environment  
Communications Theory  
Writing for the Media  
Visual Communications in Mass Media  
Marketing Management  
Organizational Behaviour  
Information Gathering  
Statistics Electives

#### Tier 3 disciplinary applications

Social Media  
Legal and Ethical Issues in Mass Media  
Technical Writing and Business Communications  
Professional Communications  
Written and Oral  
Media and Government  
Public Relations in Practice and Theory  
Research Methodology Electives

#### Tier 4 integrative applications

Tier 4 courses are the final step in your program. They provide the opportunity to integrate and refine your knowledge. You will complete your program alongside your research project. This allows you to put your energies into a project of your choice that highlights the depth of your education.  
Communication Strategy  
Communication Capstone 1  
Communication Capstone 2  
Electives

## Class Profile

UCW is home to students from many different countries around the globe. Communicating with fellow students and sharing experiences can further enhance your learning experience.

## Conditions of admission

baccalaureate ,first and second trimester report cards

## Learning Methods

The BA program focuses on many different forms of media. There is a strong focus on how media and communications function in the contemporary business world.

- Lectures and class discussions
- Studying academic literature
- Analysis of case studies
- Practical team tasks

## COST

Full-time Tuition Fees  
(International):

