



International Business Communication

Educational level (Bachelor/Master): **Master**

Programme start academic year: **2025/2026**

Programme title and code of specialty: **023201.10.7 - Linguistics**

Mode of study (full time/part time): **Full time**

Specialization: **023201.10.7 - International Business Communication**

Language of study: **Հայերեն**

Qualification awarded: **Master's degree**

General educational component

Chair code	Name of educational module	Credits
1609	Information Technologies in the Area of Study	3
1609	Research Planning and Methods	3

Professional educational component

Chair code	Name of educational module	Credits
1609	Business English in Cross-Cultural Context (English)	6
1609	Basics of Digital Communication	6
1609	Theory and Practice of Cross-Cultural Business Communication	3
1609	Functions of Professional Language	6
1609	The Cultural Aspect of Marketing	3
1609	Cross-Cultural Business Communication in Academic Context	6
1609	The Culture of Visual Communication	6

Chair code	Name of educational module	Credits
1609	Effective Management of Business Communication	6
1609	The Cultural Aspect of Business English Discourse	6
1306	Psychology of Business Communication	3
1002	Electronic Commerce	3
2203	Organizational Management	3
1609	Քաղաքավար խոսքի մշակութային գործարանական հայեցակերպը	3
2201	PR Technologies	3
1609	Ethics in Business Communication	3
1609	Գործարար հաղորդակցություն և մշակութային իրազեկություն	3
1609	The Culture of Corporate Communication	3
1609	Theory and Practice of Verbal Communication and Impact	3
1609	Cross-Cultural Communication and Media Discourse	3

Other educational modules

Chair code	Name of educational module	Credits
1609	Scientific Seminar	6
1609	Professional Internship	3
1609	Master's Thesis	18

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