



Faculty of Social Sciences

KOMN05, Strategic Communication: Financial Communication, 7.5 credits

*Strategisk kommunikation: Finansiell kommunikation, 7,5
högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2018-11-20 to be valid from 2018-11-23, autumn semester 2019.

General Information

The course is an elective course in the Master of Science Programme in Strategic Communication 120 credits and a free-standing course. The course is given in Helsingborg.

Language of instruction: English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall be able to

Knowledge and understanding

- demonstrate knowledge and understanding about financial communication, including both a broad command of the field and deeper knowledge of certain parts of the field, together with insight into current research and development work; and
- demonstrate methodological knowledge in the field of financial communication,

Competence and skills

- demonstrate an ability to integrate knowledge and to analyse, assess, and deal with complex phenomena, issues, and situations,
- demonstrate an ability to independently identify and formulate issues and to plan and, using appropriate methods,
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, orally and in writing,

Judgement and approach

- demonstrate an ability to make assessments within financial communication, taking into account relevant scientific, social, and ethical aspects,
- demonstrate insight into the potential and limitations of science, its role in society, and people's responsibility for how it is used,
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge.

Course content

The course focuses on the textual communication of the accounting numbers presented in financial reports. The course is organized as a general course introduction and different financial communication themes. The introduction covers financial discourse and communication in general. The following themes cover specific theoretical approaches to financial communication: accounts, intertextuality, linguistic hedging, metaphors and storytelling

Course design

The teaching is given in the form of lectures and seminars. The core of the course is designed as a set of lectures covering key areas. Lectures give students an overview of relevant knowledge in the field. The lectures are complemented by seminars in smaller groups.

Participation in seminars is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

Examination takes place through a take-home exam (7.5 credits).

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses that have ended during that school year. Two further re-examinations on the same course content are offered

within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The course grade is based on the students grade on individual take-home exam.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

Entry requirements

For admission to the course, the student must have completed course requirements of at least 150 credits of which 90 credits in Strategic Communication or equivalent. A good command of English language both spoken and written, equivalent to English 6/B (advanced) proficiency in the Swedish secondary system, is required. Equivalence assessments will be made according to national guidelines. Foreign students are exempted from the basic university eligibility requirement of commanding the Swedish language.

Subcourses in KOMN05, Strategic Communication: Financial Communication

Applies from H19

1901 Home exam, 7,5 hp
Grading scale: Fail, E, D, C, B, A