



Faculty of Social Sciences

SKOP11, Strategic Communication: Organizational Communication, 7.5 credits

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

Details of approval

The syllabus was approved by Dean of the Faculty of Social Sciences on 2014-06-25 and was last revised on 2016-04-26 by the board of the Department of Strategic communication. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

The course is a compulsory course in the first semester of the Master's Programme in Strategic Communication, 120 credits.

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

- show advanced understanding of central perspectives and theories in the field organizational communication,
- show knowledge of organizational communication in relation to leadership, organisational learning and gender,

Competence and skills

- demonstrate the ability to account for a sense-making perspective on organizational communication in relation to leadership and learning processes,
- demonstrate the ability to discuss organization and communication processes based on diversity, gender and ethical perspectives,
- demonstrate the ability to explain different perspectives on organizational communication for both specialists and laymen in both number and writing,
- demonstrate the ability to analyse the communication of the organization in relation to power structures and processes,
- show skills in carrying out basic information retrievals write a qualitative report apply correct reference management as well as in the own work pay regard to guidelines for academic honesty,

Judgement and approach

- demonstrate the ability to reflect on central starting points and dividing lines in the research field organizational communication,
- demonstrate the ability to reflect and relate to how the communication of the organisation is related critically to leadership theories, organisational learning as well as ethics, gender and diversity.

Course content

The course highlights central theories and perspective in the field organizational communication. The focus of the course lies on the sense-making perspective and theories that treat, how organising takes place through social interaction and communication. Further, the course covers organization and communication processes, leadership and learning from the sense-making perspective. Communication in organizations is also discussed based on gender, diversity, and power. The student is also given instructions for how academic honesty can be taken into account in academic writing.

Course design

The teaching is given as lectures, seminars and supervision. Attendance at seminars is compulsory unless there are special grounds. The course is based on a teaching and learning where students prepare actively before seminars and holds own presentations.

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

The course is examined through:

- a project that is carried out in groups,
- an individual home exam.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

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 highest grade is A, and the lowest passing grade is E. 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.

From the grading scale above, seminar assignments are excepted. Pass or Fail are used as grades in these course components. For the grade Pass, the student should show a sufficient results. For the grade of Fail the student must have shown unacceptable results.

Grade on the whole course consists of a mean of the grades on graded examination (where A=5, B=4, C=3, D=2, E=1). To pass the course, the student must have received at least E on all components assessed with the grading scale A-E, Fail, and the grade Pass on all components assessed with the grading scale Pass-Fail as well as participated in all compulsory components.

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

Entry requirements

For admission to the course, it is required that the student is admitted to the Master's Programme in Strategic Communication, 120 credits.

Further information

The course may not be included in degree together with SKPM01 Organizational communication (Organisationskommunikation), 7.5 credits.

Subcourses in SKOP11, Strategic Communication: Organizational Communication

Applies from H16

- 1601 Project, 3,5 hp
Grading scale: Fail, E, D, C, B, A
- 1602 Exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 1603 Seminar 1, 0,0 hp
Grading scale: Fail, Pass
- 1604 Seminar 2, 0,0 hp
Grading scale: Fail, Pass

Applies from H14

- 1401 Organizational Communication, 7,5 hp
Grading scale: Fail, E, D, C, B, A