

## **SKOA18, Strategic Communication: Communication in Organizations, 15 credits**

*Strategisk kommunikation: Kommunikation i organisationer, 15 högskolepoäng*  
First Cycle / Grundnivå

---

### **Details of approval**

The syllabus was approved by Faculty Board of Social Sciences on 2014-06-12 to be valid from 2014-09-01, autumn semester 2014.

### **General Information**

The course is a compulsory course during the first semester on the Bachelor's programme in strategic communication, 180 credits, and the Bachelor's programme in strategic communication and digital media, 180 credits. The course is given in Helsingborg.

*Language of instruction:* Swedish

Components in other Scandinavian languages and English may be included.

*Main field of studies*

Strategic Communication

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate an understanding of basic theories, perspectives and concepts within organizational theory and organizational communication,
- demonstrate an understanding of how issues of ethics, gender and diversity is related to communication in organisations,

## Competence and skills

- demonstrate the ability to describe and compare perspectives and schools within the research field organizational communication,
- demonstrate the ability to apply theories and concepts within the thematic areas of the course in practice organisation, leadership and change,
- demonstrate the ability to review different control documents such as communication policies and assess their suitability in communication work,
- show skills in carrying out basic information retrievals, write a qualitative report and be able to use reference management,
- show proficiencies in to independently be able to identify, formulate and solve communication problems by collect an own empirical material within given time frames,

## Judgement and approach

- demonstrate the ability to reflect on the communication role in organisations.

## Course content

Initially, the organizational theory related development and the research domain organizational communication are treated, its historical emergence and perspective. This component takes his starting point in organizational theories and relates these to communication in organisations. Thereafter, the roles of the communicator are treated and practical work with communication policies, consultative advice, and internal communication systems. The course then moves on to focus theories and placement within two central fields within organizational communication, leadership and change management. Other themes that are discussed during the course are ethical approaches and gender and diversity issues in organisations, Within the scope of the course, a project work is carried out, where the students in groups should identify and solve communication problems in an organisation. In this part, teaching of information retrieval that is is included crucial because the project work should be possible to be carried out.

## Course design

The teaching is given as lectures, workshops and seminars. Attendance at seminars is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

## Assessment

The course is examined through a written exam, written assignments, active participation in seminars and workshops and a project work.

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, Pass, Pass with distinction.

For the grade Pass, it is required that the student satisfies the intended learning outcomes that are stated for the course. To pass with distinction, it been particularly required that the intended learning outcomes are well met. At the start of the course, the students about the intended learning outcomes of the course syllabus and the grading scale and its application are informed in the course.

## **Entry requirements**

Admitted to the Bachelor's programme in strategic communication, 180 credits or the Bachelor's programme in strategic communication and digital media, 180 credits.

## **Further information**

The course may not be included in a degree together with SKOA12 Organisation and communication 15 credits.

## Subcourses in SKOA18, Strategic Communication: Communication in Organizations

Applies from H15

- 1501 Seminar 1, 0,0 hp  
Grading scale: Fail, Pass
- 1502 Seminar 2, 0,0 hp  
Grading scale: Fail, Pass
- 1503 Exam in Organizational Theory and Organizational Communic., 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1504 Seminar 3, 0,0 hp  
Grading scale: Fail, Pass
- 1505 Seminar 4, 0,0 hp  
Grading scale: Fail, Pass
- 1506 Seminar 5, 0,0 hp  
Grading scale: Fail, Pass
- 1507 Project, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1508 Examination seminar project, 0,0 hp  
Grading scale: Fail, Pass
- 1509 Exam in Perspectives in Organizational Communication, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction

Applies from H14

- 1411 Organisation theory and organisational communication, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1412 Communication project, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1413 Perspective on organisational communication, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction