

SKOB18, 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 the board of the Department of Strategic communication on 2016-04-26 to be valid from 2016-08-29, autumn semester 2016.

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 central theories and concepts in fields leadership and change,
- demonstrate an understanding of how issues of ethics, gender and diversity are 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 in the thematic areas of the course organizational communication, leadership and change,
- demonstrate the ability to review different policy documents such as communication policies and assess their suitability in communication work,
- 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,
- show skills in independently be able to identify, formulate and solve communication problems by collecting and analyzing empirical data within given time frames,

Judgement and approach

- demonstrate the ability to reflect on the communication role in organisations.
- demonstrate the ability to review and publicly discuss studies

Course content

Initially, the development of the organizational theory and the research field of 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. The course then moves on to focus on theories and placements in two central fields in organizational communication leadership and change. Other themes that are discussed during the course are ethics, gender and diversity issues in organisations as well as the practical work of the communicator with different policy documents. Within the scope of the course, a project work is carried out, in which the students in groups identify and solve communication problems in an organisation. In this part, teaching of information retrieval that is included crucial because the project work should be possible to be carried out. The students are also given instructions for how academic honesty can be taken into account in academic writing.

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,
- a project work in groups,
- seminar assignments.

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. At the start of the course, the student about the intended learning outcomes of the course syllabus as well as about the grading scale and its application are informed in the course.

Grade on the whole course consists of a mean of the grades on graded assignments (where A = 5, B = 4, C = 3, D = 2 and E = 1) be divided into the number credit that the assignments includes. Grading components consist of a combination of the following components: project work and a written examination. To pass the course, the student must have received at least E on all course components assessed with grading scale E- A, Fail, and the grade Pass on all course components assessed with the grading scale Pass/Fail as well as participated in all compulsory components.

From the grading scale above seminars are excepted. As grade in this component, some of the terms passed been used or Failed. For the grade Pass, the student should show a sufficient results. For the grade of Fail the student must have shown unacceptable results.

Entry requirements

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 2a/2b/2c and Social Studies 1b/1a1+1a2.

Further information

To be eligible to the course, the student must be admitted to the Bachelor's programme in strategic communication 180 credits or the Bachelor's programme in strategic communication and digital media, 180 credits.

The course may not be included in a degree together with SKOA12 Organisation and communication 15 credits or SKOA18 Communication in organisations, 15 credits.

Subcourses in SKOB18, Strategic Communication: Communication in Organizations

Applies from H16

- 1601 Seminar 1, 1,0 hp
Grading scale: Fail, Pass
- 1602 Seminar 2, 1,0 hp
Grading scale: Fail, Pass
- 1603 Seminar 3, 1,0 hp
Grading scale: Fail, Pass
- 1604 Seminar 4, 1,0 hp
Grading scale: Fail, Pass
- 1605 Project, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 1606 Exam, 6,0 hp
Grading scale: Fail, E, D, C, B, A
- 1607 Opposition, 0,0 hp
Grading scale: Fail, Pass