

## **SKOC18, Strategic Communication: Communication in Organizations, 15 credits**

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

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### **Details of approval**

The syllabus was approved by the board of the Department of Strategic communication on 2017-06-08 and was last revised on 2019-03-05. The revised syllabus comes into effect 2019-03-08 and is valid from the autumn semester 2019.

### **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 study*

*Specialisation*

Strategic  
Communication

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 theories and concepts in central fields of organizational communication, such as leadership, change, gender and diversity,

## Competence and skills

- demonstrate the ability to describe and compare perspectives and theories within the research field organizational communication,
- demonstrate the ability to apply theories and concepts in the thematic areas of the course organizational communication, related to communication profession,
- 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 discuss 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 academic texts.

## Course content

This course takes its starting point in theories and perspectives within the research field of organisational communication. Organisational theories are related to communication in organisations and deal with internal organisational processes. The course focuses on theories and practices in some central fields in organisational communication, for example leadership and change. Other themes that are discussed during the course are for example ethics, gender and diversity issues in organisations as well as the practical work of the communicator. Within the scope of the course, a project work is carried out, in which the students in groups identify and analyse communication problems in an organisation. In this part, teaching of information retrieval is included. 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.

## Assessment

The course is examined through:

- a written exam (5,5 credits),
- a project (4,5 credits),
- opposition (0 credits)
- five seminar assignments of 1 credit each (5 credits in total).

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.

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.

## Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

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.

The course grade is determined by calculating the mean of the weighted grades of marked exams. Weighted grades are calculated by transforming the grade to numbers (A = 5, B = 4, C = 3, D = 2, E = 1), then multiplying the number with the credits assigned to the respective element of the exam. 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 the grade E on all components of the course marked with the grading scale E – A, F, and pass all other components marked with the grading scale Pass – Fail, and 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 SKOA18/SKOB18 Communication in organisations, 15 credits.