



Faculty of Social Sciences

SKOC40, Strategic Communication: Management Accounting, Financial Analysis and Financial Reporting, 15 credits

Strategisk kommunikation: Ekonomistyrning, finansiell analys och ekonomisk rapportering, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by the board of the Department of Strategic communication on 2017-11-28 and was valid from 2017-12-01, spring semester 2018.

General Information

The course within the main field of study strategic communication is compulsory during the fourth 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.

Components in other Scandinavian languages and English may be included.

Main field of studies

Depth of study relative to the degree requirements

Strategic Communication

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- demonstrate the ability to identify theoretical concepts within the fields financial control, financial analysis and economic reporting,

Competence and skills

- demonstrate the ability to theoretically and practically be able to evaluate and use central models within financial control, financial analysis and economic reporting,
- demonstrate the ability to make decisions that concern the economics of organisations and economic flows, understand and apply the rhetoric and communication strategies of the economics and analyse and interpret financial reports critically,

Judgement and approach

- demonstrate the ability to assess and compare organisations economics by choosing independently out, calculate and validate for the purpose relevant key ratios, use and communicate basic economic concepts and models.

Course content

The course intends to give the student basic knowledge in financial control, financial analysis and economic reporting with relevance for strategic communication. During the course, the student is trained to grasp economic decisions and govern economic flows inter alia in the form of a close to reality simulation game. Within the scope of the course, the student furthermore develops skills to communicate economic results and decisions to different target groups in a clear way. The course also includes standard for economic reporting. Further, a business simulation is carried out, where the relationship between the market, competition and other interested parties of the organisation is clarified. The importance of business concept, strategy and consequences of operational decisions are discussed. Furthermore, the control of the company's financial flow is analysed, results and economic position.

In the course, the following four components are included:

1. Financial analysis and economic reporting. The component focuses on basic concepts and models for financial analysis (financial analysis) with a focus on profitability, liquidity and solidity.
2. Financial control. The component brings up basic concepts and models for calculations for profitability assessment of products/services and customers, budgeting and economic planning and division of responsibility,
3. Company management and economic decision making. Through the business simulation, financial flows and consequences of strategic decisions are treated.
4. Economic rhetoric and communication. The component focuses on communication of economic information, annual reports to different target groups with special focus on trust and risk and social responsibility.

Course design

The teaching is given as teacher-supervised lectures, guest lectures and seminars. Participation in seminars is compulsory.

The four components of the course are examined individually:

- Financial analysis and economic reporting, 4 credits

- Financial control, 6 credits
- Company management and economic decision making, 2 credits
- Economic rhetoric and communication, 3 credits

The components come in the order that has been stated above. Knowledge and skills from a component are used actively in the future components.

Assessment

The course is examined through a project work in groups, that be examined orally and in writing (component A), an individual written examination (component B), in groups establishment and presentation of an economic report linked to business simulation (component C), and a final press conference that is based on an oral examination seminar and a written submission (component D).

In connection with the course, three examination sessions been offered: a regular test and two re-examinations. Observe that application is required to retake and re-examination. 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.

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.

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, completed course requirements about 75 credits within the Bachelor's programme in strategic communication are required, 180 credits, or the Bachelor's programme in strategic communication and digital media.

Further information

This course may not be included in a degree together with the course SKOA36 Management accounting, Financial Analysis and Financial Reporting, 15 credits.

Subcourses in SKOC40, Strategic Communication: Management Accounting, Financial Analysis and Financial Reporting

Applies from V18

- 1701 Management Accounting, 6,0 hp
Grading scale: Fail, E, D, C, B, A
- 1702 Business Simulation, 1,0 hp
Grading scale: Fail, Pass
- 1703 Financial Analysis, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1704 Financial Communication, 5,0 hp
Grading scale: Fail, E, D, C, B, A