



Faculty of Social Sciences

SKOP02, 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 the board of the Department of Strategic communication on 2017-06-08 to be valid from 2017-06-16, autumn semester 2017.

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 should show

Knowledge and understanding

- Advanced understanding of scientific perspectives and theories in the field organizational communication with a focus on leadership and coworkership, digitization and learning as well as culture and communication climate in organisations,
- Advanced knowledge of the professional role of the communicator and the conditions that characterize the professional work with internal communication,

Competence and skills

- Skills in problematizing contemporary challenges for the professional communicator role with support in the literature,
- Ability to discuss communication in organisations based on theories of leadership, digitisation, learning as well as culture and communication in groups,
- Ability to discuss differences and similarities between scientific perspectives in organizational communication
- Skills in carrying out basic information retrievals, apply correct reference management as well as apply guidelines for academic integrity in the own work,

Judgement and approach

- Ability to evaluate the consequences that contemporary ideals of organizing has for internal communication regarding research and practice,
- Independent approach to the own professional role as communicator with respect to competence, responsibility and ethics.

Course content

The aim of the course is to offer the students opportunity to deepen their knowledge in the research field of organizational communication. The course takes its starting point in

the professional role of the communicator and its challenges. In addition knowledge on research and contemporary professional practice in the three thematic fields leadership/coworkership, digitization/learning as well as culture and group climate are further explored. The students are trained to understand the meaning of scientific perspectives in theory and practice. The course also intends to make it possible for the students to improve their ability to write scientific texts and to provide guidelines for how academic integrity can be applied in academic writing.

Course design

Teaching consists of lectures, workshops and supervision.

Unless there are valid reasons to the contrary, compulsory participation is required in workshops. 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 assessed through two individual home exams of 3 and 4.5 credits respectively. Three opportunities for examination are offered in conjunction with the course:

a first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of the end of the course. 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.

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. To pass the course, the student must have received at least E on all components assessed with the grading scale E- A, 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

To be eligible to the course, the student must be admitted to the Master's Programme in Strategic Communication, 120 credits.

Further information

The course may not be included in a degree together with SKPM01 Organizational communication 7.5 credits or SKOP11 Organizational communication 7.5 credits.

Subcourses in SKOP02, Strategic Communication: Organizational Communication

Applies from H17

- 1701 Course Paper 1, 3,0 hp
Grading scale: Fail, E, D, C, B, A
- 1702 Course Paper 2, 4,5 hp
Grading scale: Fail, E, D, C, B, A