



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SKOP16, 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 2018-06-14 and was last revised on 2018-09-18. The revised syllabus applies from 2018-09-21, autumn semester 2018.

### **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 the communicative organization/the value of communication, leadership/coworkership, digitalization/learning as well as rationality/conflict in organizations,

### **Competence and skills**

- Ability to discuss communication in organisations based on theories and research of the communicative organisation, leadership, digitisation, learning as well as rationality and conflict in organizations,
- Ability to discuss differences and similarities between scientific perspectives in organizational communication,

### **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 deepens the students' knowledge on research and contemporary professional practice in the areas of the communicative organization/communication value, leadership/coworkership, digitalization/learning as well as rationality/conflict in organizations 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.

### **Course design**

Teaching consists of lectures, guest lecture and workshops.

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 one individual home exam of 7.5 credits. 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 the grade on the individual home 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 SKOP02 Organizational communication 7.5 credits.

Subcourses in SKOP16, Strategic Communication: Organizational  
Communication

Applies from H18

1801 Exam, 7,5 hp  
Grading scale: Fail, E, D, C, B, A