



LUND
UNIVERSITY

Faculty of Social Sciences

SKOP23, Strategic Communication: Organisational 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 2021-03-02 to be valid from 2021-03-16, autumn semester 2021.

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 shall be able to demonstrate

Knowledge and understanding

- advanced understanding of scientific perspectives and theories in the field organizational communication with a focus on a number of central themes. Examples of themes that may be covered during the course are: the communicative organization, roles of communicators, leadership and coworkership, digitalisation, rationality and conflict in organizations,

Competence and skills

- ability to discuss the role of communication in organizational processes based on theories and research in the field of organizational communication,

Judgement and approach

- independent approach to the professional role as communicator with respect to competence and responsibility.

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 students are trained to use scientific texts and transform academic knowledge into practice.

Course design

Teaching consists of lectures and workshops.

Unless there are valid reasons to the contrary, compulsory participation is required in workshops and guest lectures. 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 exam of 4 credits and a project work of 3,5 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 Project work is exempted from the grading scale above. The grades awarded for this component is Pass or Fail. For the grade of Pass, the student must show acceptable results. For the grade of Fail, the student must have shown unacceptable results.

To pass the course, the student must have received at least the grade E on the component of the course marked with the grading scale E – A, F, and pass the other component marked with the grading scale Pass – Fail, and 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/SKOP16 Organizational communication 7.5 credits.

Subcourses in SKOP23, Strategic Communication: Organisational Communication

Applies from H21

- 2101 Individual exam, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Project work, 3,5 hp
Grading scale: Fail, Pass