Faculty of Social Sciences

KOMC17, Strategic Communication: Communication and Leadership in Change Processes, 15 credits

Strategisk kommunikation: Kommunikation och ledarskap i förändringsprocesser, 15 högskolepoäng

First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2017-09-12 to be valid from 2017-09-13, spring semester 2018.

General Information

The course is offered as a freestanding course.

Language of instruction: English

Main field of studies	*Depth of study relative to the degree requirements*
Strategic Communication	G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student should show

Knowledge and understanding

- knowledge of basic concepts and theories of communication and change in organisations,
- understanding of the role of leadership in processes of change,
- understanding of cultural and social processes that influence professional work with communication during organizational changes,

Competence and skills

- ability to independently and as management support be able to plan, carry out and evaluate internal communication in a process of change,
- ability to discuss organizational change and communication in relation to leadership, resistance, power and sense making,
- skills in applying aquired knowledge by analysing empirical material about internal communication during organizational changes,

Judgement and approach

- ability to critically relate to research results and other literature in the area change communication.

Course content

The course intends to increase the student's ability to analyse and work with communication in processes of change. The course furthermore intends to provide knowledge of the role of leadership in change management. Initially, basic perspectives, theories and concepts in the area of organizational change and communication are treated. Thereafter, the teaching focuses on specific aspects of change communication such as leadership and coworkership, planning and implementation of communication efforts, sense making, resistance, power, participation and applied methods.

Course design

The teaching consists of lectures and seminars.

Attendance at seminars is compulsory unless there are special grounds. 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 three individual written assignments, a project work in groups as well as an individual exam.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. 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 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 students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

From the grading scale above, seminar assignment component 1801 is excepted and 1802. The grades awarded for these components are 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.

Grade on the whole course consists of a mean of the grades on graded examination (where A=5, B=4, C=3, D=2, E=1). To pass the course, the student must have received smallest E on all components assessed with the grading scale Fail, E-A and the grade Pass on all components assessed with the grading scale G-U as well as participated in all compulsory components.

Entry requirements

For admission to the course is required completed course requirements 45 credits in social sciences, humanities, economics or the equivalent.

Oral and written language proficiency in English equivalent English 6/B from Swedish upper secondary school is a requirement. Recognition of qualification is carried out in accordance with national
guidelines. A general exemption from the requirement of proficiency in Swedish is applied.

Further information

The course may not be included in a qualification together with KOMC06 Change Communication (Förändringskommunikation) 15 credits.

Plagiarism is considered a serious offense at Lund University, and disciplinary measures will be taken against all forms of misconduct in connection with an assessment of study performance. The penalty that may be imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

Subcourses in KOMC17, Strategic Communication: Communication and Leadership in Change Processes

Applies from V18

1801 Seminar 1, 1,0 hp
Grading scale: Fail, Pass
1802 , 1,0 hp
Grading scale: Fail, Pass
1803 Seminar 3, 3,0 hp
Grading scale: Fail, E, D, C, B, A
1804 Group project, 4,0 hp
Grading scale: Fail, E, D, C, B, A
1805 Classroom exam, 6,0 hp
Grading scale: Fail, E, D, C, B, A