



DEPARTMENT OF APPLIED INFORMATION TECHNOLOGY

TIA173 Strategic Communication and Leadership, 7.5 credits

Strategisk kommunikation och ledarskap, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Department of Applied Information Technology on 2017-06-14 and was last revised on 2023-05-30 to be valid from 2023-06-01, autumn semester of 2023.

Field of education: Science 100%

Department: Department of Applied Information Technology

Position in the educational system

The course is an elective course in the programme specified below. It is an in-depth course in the second cycle.

The course can be part of the following programme: 1) Master in Communication (N2CMN)

Main field of studies

Communication

Specialization

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

To be eligible for the course the student must have finished the course TIA059 Organizational Communication, 7.5 credits.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

- explain key problems, theoretical perspectives, and research developments in

strategic communication and leadership;

- identify factors within and outside of organizations that influence the success of strategic communication and leadership;

Competence and skills

- independently develop strategic and integrated communication concepts for practitioners with clear reference to approaches and theories in strategic communication;
- apply contemporary leadership theories to different organizational contexts;

Judgement and approach

- critically assess and evaluate communication strategies and activities and their contribution to achieving organizational goals;
- critically assess personal leadership styles and the factors influencing personal leadership preferences.

Course content

The course introduces strategic communication and leadership as interdisciplinary fields of research and practice and familiarizes students with their key challenges as well as theoretical and methodological approaches to tackle them. It covers internal and external communication as components of integrated organizational communication and analyses impact of leadership on their success.

The course draws on approaches and theories from public relations, corporate communication, management and leadership studies. It focuses on planning, implementing, coordinating and evaluating communication strategies of organizations and provides students with an enhanced understanding of the nexus between strategic communication and leadership.

Based on this theoretically-gained knowledge, students analyze strategic communication in selected cases and develop their own strategic communications concepts as well as a personal leadership philosophy.

Form of teaching

Lectures, seminars, workshops, group assignments and problem-based learning.

Language of instruction: English

Assessment

The course is examined through two modules:

- Module 1. Group assignment (oral presentation, written assignment and seminar

participation), 4 credits.

- Module 2. Individual written assignment, 3.5 credits.

Module 1 requires attendance to mandatory sessions. If a student is unable to attend a mandatory session, the examiner may decide to provide an alternative form of examination.

Students are permitted to supplement a failed assignment, if the examiner deems it possible for the student to achieve a pass grade by means of minor supplementation.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

- Module 1, Group assignment, will be graded Pass (G) or Fail (U).
- Module 2, Individual assignment, will be graded Pass with Distinction (VG), Pass (G) or Fail (U).

For the grade Pass (G) on the course, Pass (G) is required on the two modules. For the grade Pass with Distinction (VG) on the course, Pass with Distinction (VG) is required for Module 2, and Pass (G) on Module 1.

Course evaluation

Students are to be given the opportunity to communicate their experience and views regarding the course in an anonymous course evaluation. The results of the course evaluation are to be made accessible to the students. Processed results of the latest evaluation, including changes made or planned, are also to be made available to participants in the next round of the course.

Additionally, the course instructor will conduct a interim evaluation during the course, with the opportunity of incorporating students' feedback in the second half of the

course.

Additional information

The course cannot be included in a degree together with the course TIA085 Communicative Leadership.

The course is offered for the last time in the autumn semester of 2023.