



Course syllabus

School of Business and Economics
Department of Management

2FE201 Managementretorik i teori och praktik, 7,5 högskolepoäng
Management Rhetoric in Theory and Practice, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G2F

Date of Ratification

Approved 2021-01-27.

Revised 2024-02-05. Revision of objectives, content, literature and updating of standard texts.

The course syllabus is valid from autumn semester 2024.

Prerequisites

At least 52,5 credits passed within business economics, G1N/F, of which the following courses must be finished: organization and leadership, 7,5 credits., or the equivalent.

At least 52,5 credits passed within macroeconomics, microeconomics, Business Statistics I and II, and Commercial Law, G1N/F, or the equivalent.

English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- account for when, where, how, why and with what effect leaders, managers and

- researchers argue for their ideas within the field of management,
- distinguish between different discourses in management and leadership,
 - use rhetorical theory to independently plan, communicate and evaluate different messages in the field of management.

Content

The course contains:

- management as a social constructionism
- theories of discourses, rhetoric, and argumentation
- classical and contemporary theoretical traditions in the field of management in rhetorical perspective
- researcher, student, and leader as rhetoricians

Type of Instruction

The teaching consists of lectures, seminars, exercises and tutoring of individual project. Active participation is required at seminars where assignments are processed and presented. Dates for compulsory components are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through an individual project work 7.5 credits with individual written reports, individual oral presentations and oral seminars in group.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Required reading

Lindstedt, I. *Talarens hantverk: att göra framgångsrika presentationer*. Studentlitteratur. Latest edition. About 220 pages.

Svensson, P. *Diskursanalys*. Lund: Studentlitteratur. Latest edition. About 180 pages.

Scientific articles. About 200 pages.

Reference literature

Blomberg, J. *Organization theory*. Sage. Latest edition. About 320 pages.

Bolman, L.G. & Deal, T.E. *Reframing organizations: artistry, choice, and leadership*. Hoboken, NJ: Jossey-Bass. Latest edition. About 490 pages.