



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

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

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by School of Business and Economics 2021-01-27

The course syllabus is valid from autumn semester 2021

### **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 B/English 6, or the equivalent.

### **Objectives**

After completing this course the student should be able to:

- understand how, where, when and why management researchers and practitioners communicate in different ways
- differentiate between different traditions in areas of management based on theory
- use theory to independently plan, communicate and evaluate different messages within the field of management

## Content

The course contains:

- management as rhetorical practice
- management from the perspective of power and authority
- theories of discourse, rhetoric and social constructionism
- financial management vs knowledge management
- classical and contemporary theoretical traditions in the field of management

## 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 elements are stated in the schedule.

## Examination

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

The course is examined through an individual exam and an oral presentation of an individual project.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Required Reading and Additional Study Material

### **Required reading**

Scientific articles. About 500 pages

### **Reference literature**

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

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

Potter, J., *Representing reality: discourse, rhetoric and social construction*. Sage.  
Latest edition. About 250 pages.