



Course syllabus for

# **Communication in Bioentrepreneurship 2, 2.5 credits**

Kommunikation i bioentreprenörskap 2, 2.5 hp

This course syllabus is valid from spring 2025.

Please note that the course syllabus is available in the following versions:

Spring2021 , Spring2024 , Spring2025

Course code	4BP045
Course name	Communication in Bioentrepreneurship 2
Credits	2.5 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Fail (U), pass (G) or pass with distinction (VG)
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Utbildningsnämnden LIME
Decision date	2020-10-20
Revised by	Education committee LIME
Last revision	2024-09-30
Course syllabus valid from	Spring 2025

## **Specific entry requirements**

A Bachelor's degree or a professional degree equivalent to a Swedish Bachelor's degree of at least 180 credits in health care, biomedicine, biology, cellular and molecular biology, pharmaceuticals, chemistry, medicine, biotechnology, or the equivalent. And proficiency in English equivalent to English B/English 6.

At least the grade Pass for the courses "Theory in Bioentrepreneurship" and "Communication in Bioentrepreneurship 1" within the Master's programme in bioentrepreneurship.

## **Objectives**

Upon completion of the course, the student should be able to:

- Describe and explain how a company or organisation works with communication towards a target audience,
- Demonstrate different types of communication methods when communicating with external

- parties,
- Apply communication principles in the preparation of a communication plan.

## Content

It is of significant importance to understand how to communicate with different target groups within companies and organizations. By creating an understanding of how different communication strategies can be used, communication can become more effective and have a greater impact.

Through this course, the student will work with different communication strategies. Students will learn from examples but also create their own communication strategy. The course will encourage a reflexive approach to learning.

## Teaching methods

The course consists of seminars and workshops where students work with different types of material both individually and in groups as well as through self-studies. Students will write texts and practice verbal communication.

The course is given at the master's level, where the students are assumed to be familiar with the most common study methods in higher education. The fundamental pedagogical view is based on entrepreneurial learning and requires active student participation.

## Examination

The examination consists of:

- an individual written report (Pass with Distinction/Pass/Fail)

Submission of the written report after the deadline will result in the student missing the opportunity to get the grade "Pass with Distinction" on the whole course.

If there are special grounds or a need for adaptation for a student with a disability, the examiner may decide to deviate from the syllabus's regulations on the examination form, the number of examination opportunities, the possibility of supplementation or exemptions from the compulsory section/s of the course etc. Content and learning outcomes, as well as the level of expected skills, knowledge and abilities, may not be changed, removed or reduced.

### Compulsory participation

The examiner assesses if and how absence from compulsory parts can be compensated. Before the student has participated in compulsory parts or compensated absence in accordance with the course examiner's the student's course results will not be reported. Absence from a compulsory part may result in the student having to wait to compensate until the next time the course is given.

### Limitation of the number of occasions to write the exam

Students who have not passed the regular examination are entitled to participate in five more examinations. If the student has not passed the exam after four participations, he/she is encouraged to visit the study advisor. If the student has failed six examinations/tests, no additional examination or new admission is provided.

The number of times that the student has participated in one and the same examination is regarded as an examination session.

Submission of a blank exam is regarded as an examination session. An examination for which the student registered but not participated in, will not be counted as an examination.

## **Transitional provisions**

Examination will be provided during a time of two years after a possible cancellation of the course. Examination can take place according to an earlier literature list during a time of one year after the date when a major renewal of the literature list has been made.

## **Other directives**

Course evaluation is carried out according to the guidelines that are established by The Committee for Higher Education.

The course is given in English.

## **Literature and other teaching aids**

### **Course literature**

Scientific articles and other materials will be provided.