**Course-specific competences**

Course code: FEV18KO01

Course name: Business Communication

**Competences** **Criteria for Assessment**

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|  | 1 | 3 | 5 |
| Communication in general | The student has an understanding of the principles of communication and, in part, an understanding of communication as a success factor for a company. The student knows some means of successful communication. | The student understands the basic principles of communication within a company and understands that well thought-out and well-planned communication is a success factor for a company. The student knows various means of successful communication. | The student has excellent understanding of the principles of communication within a company and clearly demonstrates an understanding that well thought-out and well-planned communication is a success factor for a company. The student is familiar with various means of successful communication. |
| Internal Communication | The student is aware of the importance of working internal communication and can participate in it. | The student has a good ability to contribute to and participate in a company's internal communication and understands the importance of functioning internal communication. | The student has excellent ability to contribute to and participate in a company's internal communication, demonstrating a thorough understanding of the importance of effective internal communication. |
| External Communication | The student can participate in a company's external communication. | The student has a good ability to contribute and participate in a company's external communication in a planned and thoughtful manner. | Den studerande har utmärkt förmåga att bidra och delta i ett företags externa kommunikation på ett kreativt, välplanerat och välstrukturerat. |
| Business letters | The student has insights into a written business communication but the documentation has shortcomings. The terminology in the field is partly familiar. | The student knows different stages in a written business communication can carry out the required documentation and is familiar with the terminology in the field. | The student demonstrates an excellent ability to participate in a written business communication, well familiar with the terminology required and with document setup rules. |