



University of Pretoria Yearbook 2017

Communication management 210 (KOB 210)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 16.00 |
| Programmes | BAdmin Public Management BIS Information Science |
| Service modules | Faculty of Engineering, Built Environment and Information Technology |
| Prerequisites | No prerequisites. |
| Language of tuition | Afrikaans and English is used in one class |
| Academic organisation | Div Communication Management |
| Period of presentation | Semester 1 |

Module content

Management communication

Based on the paradigm of Integrated Communication (IC), this module covers management communication theory, leadership and supervisory communication, as well as the management of change and transformation through communication. Management communication in the global arena focuses on the dynamics and celebration of diversity and intercultural relations. Managers should take cognisance of the importance of development communication in both a business and community context. The importance of ethical considerations in managerial and leadership communication is emphasised. After explaining quantitative and qualitative research designs, appropriate communication research techniques are explored.

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