

University of Pretoria Yearbook 2022

Communication management 281 (KOB 281)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 5.00

NQF Level 07

Programmes [BCom \(Statistics and Data Science\)](#)

[BAdmin \(Public Management and International Relations\)](#)

[BCom](#)

[BCom \(Econometrics\)](#)

[BCom \(Economics\)](#)

[BCom \(Supply Chain Management\)](#)

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Business Management

Period of presentation Quarter 1

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 281–284 may be taken as a module where necessary for a programme.

Applied business communication skills

Acquiring basic business communication skills will enhance the capabilities of employees, managers and leaders in the business environment. An overview of applied skills on the intrapersonal, dyadic, interpersonal, group (team), organisational, public and mass communication contexts is provided. The practical part of the module (for example, the writing of business reports and presentation skills) concentrates on the performance dimensions of these skills as applied to particular professions.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not

be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.