

DEPARTMENT OF BUSINESS MANAGEMENT

Communication Management Honours Programme

Programme code: 07240282

Application and entry requirements

The Department of Business Management admits approximately 20 students into the honours programme per year. Selection will be based on the final marks for major subjects students achieved in their final year of study, as stipulated in the minimum requirements. Applications are open to applicants from both the University of Pretoria and other tertiary institutions. If you are interested in applying for the honours programme, you can do so by completing the online application form available on the web at www.up.ac.za. If you experience difficulty in completing the form, you are welcome to contact Ms Mokhehle at +27 12 420 3543 or the Client Services Centre at +27 12 420 3111.

Applicants have to comply with the following minimum admission requirements:

A BCom degree

A combined mark for third year level majors of at least 60%.

A complete, certified academic record must accompany ALL applications. Applicants from other Universities must provide the University with sufficient proof to determine whether they have complied with the minimum admission requirements.

The 20 selected applicants need to register for the programme online before 17 January 2020.

Note that all class discussions, assignments, tests, examination papers and textbooks in the honours programme are in English. Consequently, applicants need to have a very good understanding of written and spoken English to cope with the work.

The Department will use e-mail to correspond with applicants. Please note that we will use the official UP e-mail address to correspond with current UP students. Applicants who have not heard from the Department by 6 December 2019 will have to contact the Department of Business Management to determine the outcome of their application.

Note: Please take note of the postgraduate registration procedures required by Faculty Administration of the Faculty of Economic and Management Sciences at the University of Pretoria.

Important dates

31 August 2019	Closing date for international applicants
30 September 2019	Closing date for South African applications

Structure of the programme

Code	Subject	Credits	Prerequisite	Semester
OBS 790	Research Report	40	Statistics 100	1 & 2
SKO 780	Strategic Communication Management	30		1 & 2
KPK 780	Corporate Communication	20		1
CMG 791	Integrated Communication Project	30		1 & 2

The honours programme consists of four compulsory subjects with a total credit value of 120 credits.

Note: The semester in which the subjects are offered may change, but will be communicated in advance.

Lectures

The dates, times and venues of lectures will be announced during the first meeting in January 2020. Regular attendance of lectures and proper preparation of assignments is essential. **Candidates who miss more than TWO lectures in a subject, will not be permitted to write the examination in that subject.**

Semester/year mark

A candidate's semester mark consists of marks for tests, assignments and other assessments. Candidates need a semester mark of 40% in a subject in order to be admitted to the examination and a sub-minimum of 40% in the examination to pass a subject.

Examination

The examination for the first and second semester will take place during May-June and October-November respectively. The examinations may take the form of project presentations (oral and written components). Dates and other details pertaining to examinations will be determined by lecturers. External examiners of other universities are used in order to ensure that acceptable standards are maintained at the University of Pretoria.

Note that there are no re-exams at honours level. Special exams may, however, be granted if only one subject is outstanding.

Course content – description of subjects

OBS 790 Research Report

Module code: OBS 790

Module name: Research Report 790

Module content:

This module requires learners to demonstrate the ability to conduct independent research by conducting research on a relevant topic and writing an academic article for publication in an accredited academic journal. The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis; and
- Reporting of research results.

The purpose of this module is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%.

Credits: 40

Semester: Semester 1 and 2 (weekly contact sessions)

SKO 780 Strategic Communication Management

Module code: SKO 780

Module name: Strategic Communication Management

Module content:

The purpose of this module is to introduce students to the value creation role of communication for organisations

Study themes:

- The strategic positioning of the communication function;
- The changing business landscape and the impact on communication practices, e.g. the digital environment, the fourth industrial revolution and the UN's sustainable development goals (SDG's);
- Corporate reputation;
- Corporate governance and leadership;
- Integrated reporting and the quadruple bottom line;
- Crisis management;
- Organisational diversity and transformation.

The purpose of this module is to build on insights from undergraduate management knowledge and specifically emphasises the value creation role of communication for organisations. The communication function is pivotal in the business enterprise efforts to achieve its strategic goals. Communication specialists (technical, managerial and strategic role players) have unique knowledge to help the organisation navigate complex issues such as corporate reputation, governance, leadership, integrated reporting, diversity, transformation, crises and the digital communication environment. This module compliments KPK 780 and runs concurrently with KOB 795.

Credits: 30

Semester: Semester 1 and 2 (contact sessions every two weeks)

KPK 780 Corporate Communication

Module code: KPK 780

Module name: Corporate Communication

Module content:

The purpose of this module is to introduce students to the scope and theoretical foundations of the field of corporate communication.

Study themes:

- Theory regarding the communication function and the roles of communication specialists from the micro, meso and macro perspectives;
- Theoretical contributions from different continents;
- Specialisation fields, sectors, business models and corporate vs. consulting contexts;
- Critical evaluation of the origins and relevance of strategic integrated communication, advocacy, persuasion and propaganda;
- Professional ethics.

The purpose of this module is to introduce students to key theoretical perspectives in the field of corporate communication and perspectives from various continents. The pursuit of communication excellence is the foundation of all efforts. As such, related theories form the foundation of the module. In addition, a thorough understanding of models for communication decision-making, known and emerging roles for communication specialists is critical. The complex nature of different specialisation areas, business models, as well as professional ethics are also investigated. This module compliments SKO 780.

Credits: 20

Semester: Semester 1 (weekly contact sessions)

CMG 791 Integrated Communication Project

Module code: CMG 791

Module name: Integrated Communication Project

Module content:

The purpose of this module is to develop a corporate communication strategy for a real client.

Study themes:

- The building blocks of a communication strategy and plan;
- Entrepreneurship development for starting a consulting firm;
- The specific sub-field of the project topic, e.g. arts and entertainment/sports/government;
- Specific skills to be refined include project management, team communication, conflict management, creativity, writing for various platforms, co-operation with experts in the field of content creation (all platforms) and business report writing.
- The complete project will be presented to a panel of lecturers and the client.

The purpose of this module is to guide students through the process of developing a corporate communication strategy for a real client. The first semester will focus on the problem identification and related research while the second semester will focus on the development of communication solutions and project outcomes measurement. The complete project will be presented to a panel of lecturers and the client.

Credits: 30

Semester: Semester 1 and 2 (contact sessions every two weeks)

Assignments, reports, case studies and other academic documents

Whilst students at the under-graduate level are expected to show their understanding of subject matter during tests and examinations, postgraduate work emphasises a deeper conceptual knowledge and insight assessed mainly through assignments, reports and case studies. The main consideration is the student's ability to work independently by gathering, processing and effectively communicating subject related information.

Each student must take cognisance of the contents of: Referencing in Academic Documents, Official guidelines of the Department of Business Management. All assignments, reports and case studies, which students submit for evaluation, must comply with these guidelines or any other specific requirements, which a lecturer in a specific course may have.

Enquiries

For administrative queries kindly contact:

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All honours queries should be directed at the following email address: honours_cm@up.ac.za