

University of Pretoria Yearbook 2019

Communication management 281 (KOB 281)

| | |
|-------------------------------|---|
| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 5.00 |
| Programmes | BCom Marketing Management BCom Supply Chain Management |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Division of Communication 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 information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.