



University of Pretoria Yearbook 2022

Business communication for impact 720 (GIA 720)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
NQF Level	08
Programmes	PGDip (Business Administration) Full-time PGDip (Business Administration) Part-time PGDip (General Management)
Prerequisites	No prerequisite.
Contact time	28 contact hours
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse communication strategies and the impact they have on markets. The skills learnt include the cognitive skills of analysing, evaluating and synthesising complex material, and the communication skills of presenting findings in oral and written English.

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