

University of Pretoria Yearbook 2022

Communication management 182 (KOB 182)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	5.00
NQF Level	05
Programmes	BCom (Agribusiness Management) BCom (Business Management) BCom (Human Resource Management) BCom (Marketing Management)
Prerequisites	Only one of KOB 181-184 may be taken as a module where necessary for a programme
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Division of Communication Management
Period of presentation	Quarter 2

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 181 - 184 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.