



University of Pretoria Yearbook 2016

Business and administrative communication 780 (BKM 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

The overall objective of the module is to acquaint the learner with the most important business communication aspects that a manager will have to be familiar with in the business environment.

The specific objectives of the module are to:

- Discuss the building blocks of effective communication messages in business;
- Learn how to compose letters and memos in the business environment;
- Examine the role of interpersonal and group communication in the business environment;
- Learn how to plan, propose and write reports;
- Make public presentations and
- Write job résumés and examine the realm of job interviews.

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