
University of Pretoria Yearbook 2016

Persuasion - the art and science of influence 819 (GIE 819)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1

Module content

The aim of this module is to introduce the concept of persuasion and the related concept of decision-making. Participants will learn the art and science (especially behavioural science and social psychology) of persuasion that is capable of positively influencing the decisions and actions of followers. They will develop an understanding of the art (and some of the science behind it) of rhetoric, therefore this is a practical course that intends to improve the communication skills of the participants such that they will be more likely to achieve their objectives of persuading others.

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