



University of Pretoria Yearbook 2016

Communication management 210 (KOB 210)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BAdmin Public Management BCom Communication Management BCom Informatics: Information Systems BIS Information Science
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Div Communication Management
Period of presentation	Semester 1

Module content

Management communication

Based on the paradigm of Integrated Communication (IC), this module covers management communication theory, leadership and supervisory communication, as well as the management of change and transformation through communication. Management communication in the global arena focuses on the dynamics and celebration of diversity and intercultural relations. Managers should take cognisance of the importance of development communication in both a business and community context. The importance of ethical considerations in managerial and leadership communication is emphasised. After explaining quantitative and qualitative research designs, appropriate communication research techniques are explored.

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