



University of Pretoria Yearbook 2016

Communication management 220 (KOB 220)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module content	Organisational communication management Through the utilisation of organisational communication management theories, a study is made of group and team communication, with specific emphasis on facilitation, negotiation and innovation. Knowledge management, internal communication, culture and organisational climate are core components of the complex dynamics of the sharing of meaning within the organisation. The function of strategic communication is emphasised throughout. Ethical considerations in organisational communication management are also stressed and appropriate research techniques are presented.
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	KOB 210 GS
Language of tuition	Double Medium
Academic organisation	Div Communication Management
Period of presentation	Semester 2

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