



University of Pretoria Yearbook 2016

BCom Communication Management (07130281)

Duration of study 3 years

Total credits 398

Contact Prof RS Rensburg ronel.rensburg@up.ac.za +27 (0)124203395

Programme information

This option of specialisation has as its aim the provision of a theoretical foundation of corporate communication principles complemented by practical projects. The student will be able to combine theory with practice through intergration and application.

Admission requirements

- To be able to register NSC candidates must comply with the minimum requirements for degree studies as well as with the minimum requirements for the relevant study programme.
- Life Orientation is excluded when calculating the APS.

Minimum requirements for 2016								
Achievement Level								APS
Afrikaans or English				Mathematics				
NSC/IEB	HIGCSE	AS-Level	A-Level	NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	4	3	D	D	30

Additional requirements

- General Regulations G.1 to G.15 (with the exception of Regulation G.11.2(c)) apply to a bachelor's degree.
- A student may not take more than the prescribed number of modules per semester unless the Dean decides otherwise.
- A student may take a module not listed as an elective module only if the prior approval of the Dean has been obtained.
- A student who is in possession of a bachelor's degree may not present any modules passed for that degree for another field of specialisation or degree in this Faculty. (See General Regulations G.8 and G.9)
- A module passed at 300-level shall only be recognised for degree purposes if the corresponding prescribed module(s) at 200-level has/have been passed, unless the Dean decides otherwise, with the proviso that the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320) and International business management 359 and 369 (OBS 359 and 369); only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-



level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

- f. A module already passed may only be repeated with the approval of the Dean.
- g. A module passed may not be taken into account for more than one degree or field of specialisation.
- h. It remains the student's responsibility to ascertain, prior to registration, whether all the modules he/she intends taking can be accommodated in the class, test and examination timetables.
- i. The Faculty of Economic and Management Sciences supports an outcomes-based education system and places a high premium on the development of specific academic competences. Class attendance in all modules and for the full duration of all programmes is therefore compulsory for all students.
- j. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty Regulations.

Other programme-specific information

Note: See the alphabetical list of modules for prerequisites of all modules.

FRK 122 is a terminating module. Candidates will not be able to continue with Financial accounting in the second or third year.

Specialisation modules: KOB 310, 320, 356.

"Major subject"

To be considered a "major subject" the equivalent of four 14-week modules, including two at 300-level, must be passed provided that:

- the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320), and International business management 359 and 369 (OBS 359 and 369);
- only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

Promotion to next study year

According to General Regulation G.3 students have to comply with certain requirements as set by the Faculty Board.

- a. A student must pass at least 4 core semester or 2 core year modules to be admitted to the subsequent year of study.
- b. If a student has passed less than the required minimum of 4 core semester or 2 core year modules, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the Faculty's Admissions Committee to be readmitted conditionally – with the proviso that the Admissions Committee may set further conditions with regards to the student's academic progress. The Faculty's Admissions Committee may deny a student's application for readmission.
- c. If a student has been readmitted conditionally, his/her academic progress will be monitored after the first semester examinations to determine whether he/she has complied with the requirements set by the Admissions Committee. If not, his/her studies will be suspended.
- d. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the Faculty's Admissions Committee.



- e. A student may be refused promotion to a subsequent year of study if the prescribed tuition fees are not paid.
- f. A student may be refused admission to the examination, or promotion to a subsequent year of study or promotion in a module (if applicable) if he/ she fails to fulfil the attendance requirements. Class attendance in all modules and for the full duration of all programmes is compulsory for all students.

Pass with distinction

- a. A degree may be awarded with distinction provided the candidate meets the following criteria:
 - i. Completes the degree within three years;
 - ii. Obtains a Cumulative Grade Point Average (CGPA) of 75%;
 - iii. Repeated passed modules will not be considered. The initial pass mark of module will be used when calculating the GPA.
- b. Transferees from other faculties and from other universities who still complete their bachelor degrees (including credits transferred and recognised from the degrees they registered for originally) within three years will be considered as exceptional cases by the Dean.
- c. The GPA will be not be rounded up to a whole number.
- d. Exceptional cases will be considered by the Dean.

General information

Minimum requirements for bachelor's degrees; semester and year modules; new regulations

1. Students who commenced their studies before 2015 must complete the programme in terms of the curriculum of the year in which they commenced their studies, or in terms of the curriculum of the year in which they switched to their current field of specialisation. Students who prefer to do so may, however, apply to change over to the latest curriculum, but then they should comply with all the requirements thereof and they may not revert to the regulations of an earlier year.
2. Students who are registering for a degree programme for the first time in 2015 must take the modules indicated under the particular field of specialisation.

Please note: Only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only. It is thus the responsibility of students to ensure before registration, that their curricula comply with all the requirements of the applicable regulations.



Curriculum: Year 1

Minimum credits: 136

Fundamental modules

Academic information management 101 (AIM 101)

Module credits 6.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities
Faculty of Law
Faculty of Health Sciences
Faculty of Natural and Agricultural Sciences
Faculty of Theology
Faculty of Veterinary Science

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

Academic literacy for Economic and Management Sciences 124 (ALL 124)

Module credits 6.00

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition English

Academic organisation Unit for Academic Literacy

Period of presentation Semester 1 and Semester 2



Module content

This module intends to equip students with the competence in reading and writing required in the four high impact modules: Business Management, Financial Accounting, Statistics and Economics. Students will also be equipped to interpret and draw figures and graphs and to do computations and manage relevant formulas. During Semester 1 students engage with the online computer program MyFoundationsLab individually in a flexible learning environment, and during Semester 2 they attend the scheduled contact sessions and do the coursework.

Humanities.

This module is offered by the Faculty of

Academic orientation 107 (UPO 107)

Module credits	0.00
Language of tuition	Double Medium
Academic organisation	EMS Dean's Office
Period of presentation	Year

Core modules

Industrial and organisational psychology 110 (BDO 110)

Module credits	10.00
Service modules	Faculty of Health Sciences
Prerequisites	May not be included in the same curriculum as SLK 110/120
Contact time	4 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Human Resource Management
Period of presentation	Semester 1

Module content

Introduction to industrial and organisational psychology

This section is an introduction to the various schools of thought in psychology with particular emphasis on industrial and organisational psychology and its fields of application. The basic principles of scientifically systematising industrial psychological knowledge will be discussed. The biological basis of behaviour will be addressed in order to lay the foundation for the application of ergonomical principles.

Individual processes

This section consists of the principles of learning as found in the work context. The role of perception in the work environment will be discussed by considering aspects such as shape, depth, distance and colour perceptions. Cognition, thought, reasoning, memory, creativity and decision-making will be included. Intelligence will be addressed and placed in an Industrial and organisational psychology perspective.

Industrial and organisational psychology 120 (BDO 120)

Module credits	10.00
-----------------------	-------



Service modules	Faculty of Health Sciences
Prerequisites	BDO 110 GS; May not be included in the same curriculum as SLK 110/120
Contact time	4 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Human Resource Management
Period of presentation	Semester 2

Module content

Development and personality

This module consists of a discussion of the life span and important periods in human development with emphasis on their meaning in the work context. With regard to personality, the following themes will be addressed: the cultural context of personality, its formation and determinants of personality; personality as determinant of behaviour as well as the development and maintenance of self-image. Attention will be given to the basic methods of personality measuring and personality assessment.

Man in interaction

This theme deals with some central aspects in human interaction. These aspects should be known and understood by prospective human resource management practitioners and Industrial Psychologists, as they are acknowledged as human behaviour specialists in the work context who can assist employers/organisations to enhance the performance, productivity and wellness of human resources in the workplace. Effective human interaction plays a pivotal role in this environment. Thus this module covers aspects like the self-concept, social roles, social perception, time structuring and management, motivation and frustration and psychological adaptation processes and how it relates to human interaction in general and with reference to the workplace. Both theory and practical implications are covered.

Principles of marketing management 110 (BEM 110)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 1

Module content

Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

Economics 110 (EKN 110)



Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Economics

Period of presentation Semester 1

Module content

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

Economics 120 (EKN 120)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Economics

Period of presentation Semester 2

Module content

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.



Financial accounting 111 (FRK 111)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Law
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 4 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Accounting

Period of presentation Semester 1

Module content

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

Communication management 181 (KOB 181)

Module credits 5.00

Prerequisites Only one of KOB 181-184 may be taken as a module where necessary for a programme

Language of tuition Both Afr and Eng

Academic organisation Div Communication Management

Period of presentation Quarter 1

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.

Business management 114 (OBS 114)

Module credits 10.00



Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	May not be included in the same curriculum as OBS 155
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit. Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

Business management 124 (OBS 124)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	Admission to the examination in OBS 114
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Responsible leadership and the role of a business in society. The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Looking at the window of opportunity. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.



Statistics 110 (STK 110)

Module credits 13.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Statistics

Period of presentation Semester 1

Module content

Descriptive statistics:

Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.

Probability and inference:

Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 113 (STK 113)

Module credits 11.00

Service modules Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Statistics

Period of presentation Semester 1



Module content

*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.

Data operations and transformations:

Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.

Descriptive statistics – Univariate:

Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

The weekly one hour practical is presented during the last seven weeks of the semester.

Statistics 120 (STK 120)

Module credits 13.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites STK 110 GS or both STK 113 GS and STK 123 GS or both WST 133 and WST 143 or STK 133 and STK 143 or STK 133 and STK 143

Contact time 1 practical per week, 3 lectures per week, 1 tutorial per week

Language of tuition Both Afr and Eng

Academic organisation Statistics

Period of presentation Semester 2

Module content

Multivariate statistics:

Analysis of variance, categorical data analysis, distribution-free methods, curve fitting, regression and correlation, the analysis of time series and indices.

Statistical and economic applications of quantitative techniques:

Systems of linear equations: drafting, matrices, solving and application. Optimisation; linear functions (two and more independent variables), non-linear functions (one and two independent variables). Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus, distribution functions, probability distributions, probability density functions. Identification, use, evaluation, interpretation of statistical computer packages and statistical techniques.

This module is also presented as an anti-semester bilingual module.

Statistics 123 (STK 123)

Module credits 12.00



Service modules Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites STK 113 GS

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Statistics

Period of presentation Semester 2

Module content

*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.

Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

Financial accounting 122 (FRK 122)

Module credits 12.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Law
Faculty of Natural and Agricultural Sciences

Prerequisites FRK 111 GS or FRK 133, FRK 143

Contact time 4 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Accounting

Period of presentation Semester 2

Module content

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not calculations), interpretation of financial statements.



Curriculum: Year 2

Minimum credits: 122

Fundamental modules

Introduction to moral and political philosophy 251 (FIL 251)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition Double Medium

Academic organisation Philosophy

Period of presentation Quarter 2, 3 and 4

Module content

In this module students are equipped with an understanding of the moral issues influencing human agency in economic and political contexts. In particular philosophy equips students with analytical reasoning skills necessary to understand and solve complex moral problems related to economic and political decision making. We demonstrate to students how the biggest questions concerning the socio-economic aspects of our lives can be broken down and illuminated through reasoned debate. Examples of themes which may be covered in the module include justice and the common good, a moral consideration of the nature and role of economic markets on society, issues concerning justice and equality, and dilemmas of loyalty. The works of philosophers covered may for instance include that of Aristotle, Locke, Bentham, Mill, Kant, Rawls, Friedman, Nozick, Bernstein, Dworkin, Sandel, Walzer, and MacIntyre.

Core modules

Industrial and organisational psychology 219 (BDO 219)

Module credits 16.00

Service modules Faculty of Health Sciences

Prerequisites BDO 110 GS, 120 GS

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Human Resource Management

Period of presentation Semester 1



Module content

Group behaviour and leadership

This module will focus on organisational behaviour with specific reference to the principles of group behaviour and the role of work teams in the organisation. Particular attention will be paid to group development, group interaction, group structures, group processes and the promotion of team performance in the organisation. Leadership and the effect of power and politics in the organisation will be studied. The function of leadership in individual, group and task-oriented behaviour will also be addressed.

Organisational behaviour

The behavioural basis for organisational structuring and organisation design will be addressed. This will include organisational culture as an important facet in any organisation. The dynamics and approaches to organisational change will be addressed with specific reference to the role of change agents, resistance to change and organisational development with a practical discussion of the contemporary problems of organisational change.

Business law 210 (BER 210)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Mercantile Law

Period of presentation Semester 1

Module content

Basic principles of law of contract. Law of sales, credit agreements, lease.

Business law 220 (BER 220)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites Examination entrance for BER 210

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Mercantile Law

Period of presentation Semester 2

Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.



Communication management 210 (KOB 210)

Module credits	16.00
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.

Communication management 220 (KOB 220)

Module credits	16.00
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

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.

Entrepreneurship 213 (OBS 213)

Module credits	16.00
Prerequisites	OBS 114 or 124 with admission to the examination in the other. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	English



Academic organisation Business Management

Period of presentation Semester 1

Module content

*Only for BCom (Entrepreneurship) students

Creativity, innovation and identification of opportunities: synopsis of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking.

Creative problem-solving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas.

Reinforcement of personal attributes: personal attributes and actions to facilitate creativity; enhancement of intuitive abilities.

Business management 220 (OBS 220)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 2

Module content

Project management: Introduction

Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.

Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.



Curriculum: Final year

Minimum credits: 120

Core modules

Communication management 310 (KOB 310)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites KOB 210 or KOB 220 with a GS in the other

Language of tuition Double Medium

Academic organisation Div Communication Management

Period of presentation Semester 1

Module content

Strategic communication management

Integrated Communication (IC) presupposes the alignment and subsequent implementation of the enterprise, corporate and corporate communication strategies of the organisation. The corporate positioning that results from these strategies is communicated through the organisation's unique reputation, image, identity and brand. Environmental scanning furthermore enables the organisation to identify and address issues, risks and possible crises that can influence this positioning. Current corporate governance thinking supports the principle of a symbiotic relationship between business and society by emphasising economic, environmental and social sustainability (the triple bottom line). This culminates in a new realisation of the organisation's corporate social responsibility and its role as a corporate citizen. Ethics in strategic management are highlighted and applicable research techniques are analysed.

Communication management 320 (KOB 320)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites KOB 210 or KOB 220 with a GS in the other, KOB 310 GS

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Div Communication Management

Period of presentation Semester 2



Module content

Strategic relationship management

The strategic management of internal and external relationships is essential for the organisation's "licence to operate". Stakeholder theories provide a framework for managing relationships with stakeholders such as employees, investors, media and the government. The growing significance and potential impact of activism on organisational performance, justifies the management of such pressure groups through communication. Deontological and teleological ethical approaches are investigated in the strategic management of relationships. The complexity of ethical decision making in the modern business environment, as well as anti-ethics and African ethics amongst others, are also studied. Perception, social and stakeholder audits are examples of idiosyncratic research designs undertaken in strategic reputation management.

Integrated practical communication project 356 (KOB 356)

Module credits 20.00

Prerequisites KOB 210 or 220 with a GS in the other. Only available to BCom (Communication Management) students

Contact time 1 practical per week, 1 web-based period per week

Language of tuition Both Afr and Eng

Academic organisation Div Communication Management

Period of presentation Q1, Q2 and Q3

Module content

* Only for BCom (Marketing Management) and BCom (Communication Management) students

Students will be required to develop and suggest the implementation of a communication strategy for a particular client. This process entails thorough research by means of continuous liaising with the client. Students will present the integrated practical project supported by a written proposal. Lecturers and representatives from the client will assess the projects.

Business management 310 (OBS 310)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 1



Module content

Human resource management and development

The environment in which human resource management takes place; job analysis; strategic human resource planning; equal employment opportunities; planning and management of training; development and careers; functioning in a global environment.

Negotiation and collective bargaining

The nature of negotiation; preparation for negotiation; negotiating for purposes of climate creation; persuasive communication; handling conflict and aggression; specialised negotiation and collective bargaining in the South African context.

Business management 320 (OBS 320)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 2

Module content

Strategic management analysis and formulation

Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.

Strategic management implementation

The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.

International business management 359 (OBS 359)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites OBS 114 or OBS 124 with admission to the examination in the other

Contact time 2 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 1



Module content

Introduction to international management

International business management; the process of internationalisation; growth in international trade and investment; the evolution of multinational enterprises; management perspectives on international trade and international trade theories; international trade regulation; economic integration; the formation of trading blocks, and free-trade areas.

The international business environment

The cultural environment of international business; the political and legal environments as well as the economic environment of international business; the international monetary system; the foreign exchange market; and international capital markets.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.