

# University of Pretoria Yearbook 2017

## Business and administrative communication 780 (BKM 780)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	10.00
<b>Programmes</b>	<a href="#">BComHons Internal Auditing</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Div Communication Management
<b>Period of presentation</b>	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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