

# University of Pretoria Yearbook 2017

## Communication management 220 (KOB 220)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 16.00

**Programmes** [BAdmin Public Management](#)  
[BIS Information Science](#)

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

**Prerequisites** KOB 210 GS

**Language of tuition** Afrikaans and English is used in one class

**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.

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