

University of Pretoria Yearbook 2017

Communication management 281 (KOB 281)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	5.00
Programmes	BCom Business Management BCom Entrepreneurship BCom Marketing Management BCom Supply Chain Management
Contact time	3 lectures per week
Language of tuition	Module is presented in English
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 281–284 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.

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