



University of Pretoria Yearbook 2018

Business and administrative communication 780 (BKM 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BComHons Internal Auditing
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Division of Communication Management
Period of presentation	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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