

# Universiteit van Pretoria Jaarboek 2018

## Persuasion - the art and science of influence 829 (GIE 829)

|                           |                                                      |
|---------------------------|------------------------------------------------------|
| <b>Kwalifikasie</b>       | Nagraads                                             |
| <b>Fakulteit</b>          | <a href="#">Gordon Institute of Business Science</a> |
| <b>Modulekrediete</b>     | 12.00                                                |
| <b>Kontaktyd</b>          | 28 kontakure per 3 weke siklus                       |
| <b>Onderrigtaal</b>       | Module word in Engels aangebied                      |
| <b>Departement</b>        | Gordon Institute of Business Science                 |
| <b>Aanbiedingstydperk</b> | Semester 1                                           |

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

The aim of this module is to introduce the concept of persuasion and the related concept of decision-making. Participants will learn the art and science (especially behavioural science and social psychology) of persuasion that is capable of positively influencing the decisions and actions of followers. They will develop an understanding of the art (and some of the science behind it) of rhetoric, therefore this is a practical module that intends to improve the communication skills of the participants such that they will be more likely to achieve their objectives of persuading others.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.