

# University of Pretoria Yearbook 2019

## Business and administrative communication 780 (BKM 780)

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| <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>Department</b>             | Division of 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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