

University of Pretoria Yearbook 2020

Communication management 282 (KOB 282)

Qualification Undergraduate

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

Module credits 5.00

Programmes [BCom Agribusiness Management](#)

[BCom Econometrics](#)

[BCom Economics](#)

[BCom Human Resource Management](#)

[BCom Statistics](#)

[BCom Statistics and Data Science](#)

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Business Management

Period of presentation Quarter 2

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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