

University of Pretoria Yearbook 2021

Business communication for impact 752 (GIA 752)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	20.00
NQF Level	08
Programmes	PGDip in General Management PGDip in General Management
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse communication strategies and the impact they have on markets. The skills learnt include the cognitive skills of analysing, evaluating and synthesising complex material, and the communication skills of presenting findings in oral and written English.

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