

# University of Pretoria Yearbook 2021

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

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| <b>Qualification</b>          | Postgraduate   |
| <b>Faculty</b>                | <a href="#">Gordon Institute of Business Science</a> |
| <b>Module credits</b>         | 12.00  |
| <b>NQF Level</b>              | 09   |
| <b>Contact time</b>           | 28 contact hours per 3 week cycle                    |
| <b>Language of tuition</b>    | Module is presented in English                       |
| <b>Department</b>             | Gordon Institute of Business Science                 |
| <b>Period of presentation</b> | Semester 1   |

### Module content

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.

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