

University of Pretoria Yearbook 2021

Communication management 182 (KOB 182)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	5.00
NQF Level	07
Programmes	BCom Agribusiness Management BCom Business Management BCom Human Resource Management BCom Marketing Management
Prerequisites	Only one of KOB 181-184 may be taken as a module where necessary for a programme
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Division of Communication Management
Period of presentation	Quarter 2

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 181 - 184 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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