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# University of Pretoria Yearbook 2021

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## Communication management 182 (KOB 182)

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