

# University of Pretoria Yearbook 2022

## Business communication for impact 720 (GIA 720)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">PGDip (Business Administration) Full-time</a> <a href="#">PGDip (Business Administration) Part-time</a> <a href="#">PGDip (General Management)</a>
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	28 contact hours
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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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