

# University of Pretoria Yearbook 2022

## Business communication for impact 753 (GIA 753)

<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 (General Management)</a> <a href="#">PGDip (General Management)</a> <a href="#">PGDip (General Management)</a>
<b>Prerequisites</b>	No prerequisites.
<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 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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