

University of Pretoria Yearbook 2025

Business communication for impact 720 (GIA 720)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 10.00 |
| NQF Level | 08 |
| Programmes | PGDip in Business Administration |
| Prerequisites | No prerequisite. |
| Contact time | 28 contact hours |
| Department | Gordon Institute of Business Science |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module is designed to enable students to communicate effectively and appropriately in a variety of business and academic settings. Through instruction and individual feedback, students will learn skills to improve their academic writing, and consider how to improve the quality of their writing in various organisational contexts. This module focuses on both verbal, nonverbal and written communication as well as the contexts of one-on-one, group and technology-based communication. Students will also learn to provide and receive feedback successfully, which is a critical skill for personal and organisational success. The module considers the development of these skills in both a face-to-face and virtual environment. Through various activities, the core cognitive skills that are targeted for development in this module are analysing, evaluating and synthesising.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.