



Universiteit van Pretoria Jaarboek 2018

Ontwikkelingskommunikasie 780 (OWK 780)

Kwalifikasie	Nagraads
Fakulteit	Fakulteit Ekonomiese en Bestuurswetenskappe
Modulekrediete	20.00
Programme	BComHons Kommunikasiebestuur
Voorvereistes	Slegs vir BComHons: Kommunikasie studente
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Kommunikasiebestuur
Aanbiedingstydperk	Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

In terms of the primary learning outcomes of the module the student will be able to:

- disseminate information from relevant theories, models and paradigms of Corporate Social Responsibility (CSR) and Development Communication;
- apply scientific reasoning to critically evaluate existing corporate social responsibility and development communication case studies and lessons learnt from them;
- understand the importance of the strategic management of corporate social responsibility;
- work effectively with others as a member of a group;
- work effectively as an individual during self-study;
- stimulate cross-functional communication and management abilities;
- demonstrate and understand that the world is a set of related systems and that problem-solving does not exist in isolation;
- understand the importance of sustainable development for companies; and
- evaluate an actual South African case study around a particular social responsibility/development project.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.