



University of Pretoria Yearbook 2020

Business communication for impact 752 (GIA 752)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 20.00 |
| Programmes | PGDip General Management PGDip General Management |
| Prerequisites | No prerequisites. |
| Contact time | 28 contact hours per 3 week cycle |
| Language of tuition | Module is presented in English |
| Department | Gordon Institute of Business Science |
| Period of presentation | 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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