



# University of Pretoria Yearbook 2022

## BComHons (Communication Management) (07240282)

**Department** Business Management

**Minimum duration of study** 1 year

**Total credits** 120

**NQF level** 08

### Admission requirements

1. Relevant BCom degree
2. Weighted average of at least 60% at final-year level

Please view the programme brochure at [click here](#) for comprehensive information.

### Additional requirements

#### Registration for a second field of study

With reference to General Academic Regulation G23, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the dean/deans if the student does not perform satisfactorily.

#### Recognition of modules

1. Subject to the stipulations of General Academic Regulation G23 and the Joint Statute, a dean may acknowledge modules passed at another tertiary institution or at this university in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
2. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

### Other programme-specific information

- All the modules are compulsory and a minimum of 120 credits must be obtained. Only students registered for the BCom Honours (Communication Management) degree may register for KPK 780, SKO 780, OWK 780 and CMG 791.
- A semester mark of 40% is required to be admitted to the examination.



- The semester mark will be compiled from a variety of individual assignments and group projects presented in a hybrid model.
- Final examinations will take place during May/June and October/November annually.
- A final mark of 50% is required to pass a module.
- There are no supplementary examinations for any of the modules.
- A maximum of two (2) years will be allowed for the completion of the honours degree.

## Examinations and pass requirements

Subject to the provisions of General Academic Regulation G26, a head of department determines, in consultation with the Dean when the honours examinations in his/her department will take place, provided that:

- honours examinations which do not take place before the end of the academic year must take place before the closing date of the special exam period in the beginning of the following academic year, and all examination results must be submitted to Student Administration before the closing date of submission of marks; and
- honours examinations which do not take place before the end of the first semester may take place no later than the closing date of the exam period, and all examination results must be submitted to Student Administration on or before the closing date of submission of marks.

The head of the department determines:

- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module.
- the manner in which research reports are prepared and examined in his/her department.

Supplementary examinations (if granted) cover the same subject matter as was the case for the examinations. A student may not enrol for the same module more than once, unless the dean has approved a second enrolment based on an application supported by a valid reason or motivation. Also refer to General Academic Regulation G18.3.

**NB:** Full details are published in each department's postgraduate information brochure, which is available from the relevant head of department. The minimum pass mark for a research report is 50%.

Subject to the provisions of G26, the subminimum required in subdivisions of modules is published in the study guides, which are available from the relevant head of department.



## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Integrated communication project 791 (CMG 791)

|                               |                                      |
|-------------------------------|--------------------------------------|
| <b>Module credits</b>         | 20.00                                |
| <b>NQF Level</b>              | 08                                   |
| <b>Prerequisites</b>          | No prerequisites.                    |
| <b>Language of tuition</b>    | Module is presented in English       |
| <b>Department</b>             | Division of Communication Management |
| <b>Period of presentation</b> | Semester 2                           |

#### Module content

The purpose of this module is to develop a corporate communication strategy for a real client.

Study themes:

- The building blocks of a corporate communication strategy and plan;
- Entrepreneurship development for starting a consulting firm;
- Specifics skills to be refined include project management, team communication, conflict management, creativity, writing and content creation for all media and platforms, as well as business presentation skills.

The purpose of this module is to guide students through the process of developing a corporate communication strategy which will be presented to a panel of lecturers and representatives of the client.

#### Corporate communication 780 (KPK 780)

|                               |   |
|-------------------------------|---|
| <b>Module credits</b>         | 20.00   |
| <b>NQF Level</b>              | 08  |
| <b>Prerequisites</b>          | Only for BComHons: Communication students         |
| <b>Contact time</b>           | 1 lecture per week, 6 discussion classes per week |
| <b>Language of tuition</b>    | Module is presented in English                    |
| <b>Department</b>             | Business Management                               |
| <b>Period of presentation</b> | Semester 1  |



## Module content

The purpose of this module is to introduce students to the scope and theoretical foundations of the field of corporate communication.

Study themes:

- Introduction to the field of communication management;
- Specialisation fields, different sectors and the corporate vs. consulting contexts of communication management;
- Key requirements for excellence in communication management;
- The place of professional associations and ethics in communication management;
- Contemporary issues like the research contributions of global, regional and national professional and research associations.

The purpose of this module is to introduce students to the field of communication management, to differentiate between contexts, sectors and specialisation fields. The pursuit of communication excellence forms the foundation of all efforts and requires an understanding of key organisational requirements. The contribution of professional associations (global, regional and national), as well as the place of professional ethics are also investigated.

## Research report 790 (OBS 790)

|                               |                                |
|-------------------------------|--------------------------------|
| <b>Module credits</b>         | 40.00                          |
| <b>NQF Level</b>              | 08                             |
| <b>Prerequisites</b>          | No prerequisites.              |
| <b>Contact time</b>           | 1 lecture per week S1, ad hoc  |
| <b>Language of tuition</b>    | Module is presented in English |
| <b>Department</b>             | Business Management            |
| <b>Period of presentation</b> | Year                           |



## Module content

The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis; and
- Reporting of research results.

The purpose of this module is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%

1 lecture per week during the first semester and ad hoc workshops during the second semester

## Development communication 780 (OWK 780)

**Module credits** 20.00

**NQF Level** 08

**Prerequisites** Only for BComHons: Communication students

**Contact time** 1 lecture per week

**Language of tuition** Module is presented in English

**Department** Business Management

**Period of presentation** Semester 2



## Module content

The purpose of this module is to introduce students to the field of development communication

Study themes:

- The building blocks of a development communication;
- The nature and different approaches to corporate social responsibility;
- Different role players in the development arena.

Contemporary issues like the UN's sustainability development goals (SDG's);

The purpose of this module is to investigate global, regional and local issues in development communication and emphasises corporate social responsibility (CSR) as an avenue to address these issues. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to see how corporations can strategically plan their CSR programmes to contribute to the achievement of development and business goals.

## Strategic communication management 780 (SKO 780)

**Module credits** 20.00

**NQF Level** 08

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week, 1 other contact session per week

**Language of tuition** Module is presented in English

**Department** Business Management

**Period of presentation** Semester 1

## Module content

The purpose of this module is to introduce students to the value creation role of communication for organisations

Study themes:

- The different roles (technical, managerial and strategic) of the communication specialist;
- Different vantage points (micro, meso and macro levels) regarding communication within and on behalf of an organisation;
- Corporate reputation;
- Crisis management;
- Organisational communication;
- Contemporary issues like communication in digital environments, diversity, transformation and leadership.

The purpose of this module is to explore how communication specialist function in different roles and thus contribute to the overall success of the organisation. Knowledge of key issues such as reputation, crisis management, organisational communication, the digital environment, diversity, transformation and leadership are pivotal for communication specialists who aspire to function at a managerial level.



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

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.