

BU6008

Applied Communication



Course Aim To highlight and raise awareness around the importance of various forms of communication in a business context towards painting general communication etiquette competencies spanning individual, group and organizational contexts. To equip learners with salient communication competencies towards being successful in their academic and career progression.

Short Title

Faculty Business

Credits 15

Pre-requisites Nil

Co-requisites Nil

Anti-requisites BSB5008

Version 2

Effective From 1st September, 2017

NQF Level 6

Student Contact hrs 60

Self-directed hrs 90

Other directed hrs 0

Total learning hrs 150

Learning

On successful completion of this course, students will be able to:

Outcomes

- 1 Apply business communication models to ensure effective business communication
- 2 Implement strategies to enable effective group communication
- 3 Apply audience focused strategies to business communication
- 4 Analyse the impact of technology on business communication
- 5 Demonstrate appropriate use of workplace skills and technology

NQF Sub-strand

Theoretical
Understanding
Generic, Problem
Solving and
Analytical Skills
Practical
Application of
knowledge
Practical
Application of
knowledge
Autonomy,
Responsibility,
Context