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| Advanced Studies in Business Communication | | | | |
| **Faculty** | Faculty of Arts | | | |
| **Home Department** | Linguistics | | | |
| **Module Topic** | Language and Communication Studies 313 | | | |
| **Generic Module Name** | LCS313-266145 | | | |
| **Alpha-numeric Code** | LCS313 | | | |
| **NQF Level** | 7 | | | |
| **NQF Credit Value** | 10 | | | |
| **Duration** | Semester | | | |
| **Proposed Semester** |  | | | |
| **Programme** |  | | | |
| **Year Level** |  | | | |
| **Main Outcomes** | At the end of the module the student will be able to:  •examine and analyses critical issues in business and organizational communication from diverse theoretical and practical points of view with specific reference to the South African situation.  •develop and provide a theoretical framework for interpreting interactions and various business and organizational correspondence.  •analyses and evaluate actual business and organizational communicative encounters.  •undertake the process of strategic planning, and develop action plans on how to embark on this process, both of which can be evaluated against theories as well as measurable standards and targets. | | | |
| **Main Content** | Topics include:  •Critical analysis of business writing and organizational structures (various kinds of business letters, project proposals and reports, etc.), public speaking and presentation skills.  •Communication flow in organizations  •Theories of (business) interaction, ethnography of communication, linguistic theory, the cooperative principle and polite-ness theory and their application to business correspondence and communication in the workplace. | | | |
| **Pre-requisite Modules** | None | | | |
| **Co-requisite Modules** | LCS211,221 & any other 2nd year module | | | |
| **Prohibited Module Combo** | None | | | |
| **Breakdown of Learning** | 1. **Hours** | | 1. **Time-Table Requirement per Week** | |
| *Contact with Lecturer/Tutor* | 14 | | Lectures p.w. | 1 |
| *Assignments and Tasks* | 35 | | Practicals p.w. |  |
| *Practicals* |  | | Tutorials p.w. | 1 |
| *Tutorial* |  | |  |  |
| *Self-Study* | 35 | |  |  |
| *Tests/Examinations* | 4 | |  |  |
| *Other: Project/Essay* | 12 | |  |  |
| **Total Learning Time** | 100 | |  |  |
| **Method of Assessment** | Continuous Assessment  Examination | 60%  40% |  | |
| **Assessment Module Type** |  | |  | |