

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	Linguistics		
<b>Module Topic</b>	Advanced Studies in Business Communication		
<b>Generic Module Name</b>	Language and Communication Studies 313		
<b>Alpha-numeric Code</b>	LCS313		
<b>NQF Level</b>	7		
<b>NQF Credit Value</b>	10		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered</b>	First Semester		
<b>Programmes in which the module will be offered</b>	BA (2101), BLIS (2201)		
<b>Year level</b>	3		
<b>Main Outcomes</b>	<p>On completion of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>Examine and analyse critical issues in business and organisational communication from diverse theoretical and practical points of view with specific reference to the South African situation.</li> <li>Develop and provide a theoretical framework for interpreting interactions and various business and organisational correspondence.</li> <li>Analyse and evaluate actual business and organisational communicative encounters.</li> <li>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.</li> </ul>		
<b>Main Content</b>	<p>Topics include:</p> <ul style="list-style-type: none"> <li>Critical analysis of business writing and organisational structures (various kinds of business letters, project proposals and reports, etc.), public speaking and presentation skills.</li> <li>Communication flow in organisations.</li> <li>Theories of (business) interaction, ethnography of communication, linguistic theory, the cooperative principle and politeness theory and their application to business correspondence and communication in the workplace.</li> </ul>		
<b>Pre-requisite modules</b>	LCS211, 221 & 2 other LCS 2 <sup>nd</sup> year modules. (LCS212, LCS222, LCS213, LCS222)		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combination</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
<i>Contact with lecturer / tutor:</i>	14	<i>Lectures p.w.</i>	0
<i>Assignments &amp; tasks:</i>	35	<i>Practicals p.w.</i>	0
<i>Long paper/project:</i>	12	<i>Tutorials p.w.</i>	0
<i>Assessments:</i>	4		
<i>Selfstudy:</i>	35		
<i>Other:</i>	0		
<b>Total Learning Time</b>	<b>100</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 60% Final Assessment (FA): 40%		
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)		

