

Faculty	Arts and Humanities		
Home Department	Linguistics		
Module Topic	Business and Organisational Communication		
Generic Module Name	Linguistics 731		
Alpha-numeric Code	LIN731		
NQF Level	8		
NQF Credit Value	30		
Duration	Semester		
Proposed semester to be offered.	First Semester		
Programmes in which the module will be offered.	BA Honours full-time (2731) BA Honours part-time (2701)		
Year Level	1		
Main Outcomes	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate practical skills and knowledge of concepts and principles of effective business and organizational communication. • Show an understanding of theories of business and organizational communication, as well as attitudes, policies, strategies and processes required in an increasingly business-minded world. • Show an appreciation of the design and practices in business discourse. 		
Main Content	<p>Topics covered will include:</p> <ul style="list-style-type: none"> • Theories of mediated communication • Context and Design in Organisational Communication • Aspects of Organisational Communication • Managing corporate discourse and communication • Corporate discourse, power and control • BEE and the changing corporate discourse in South Africa • Verbal self-presentations and impression management in business interaction • Business conversations and analysis in organisations • Discourse, diversity and dominance in multicultural organizations • Multimodality, semiotic remediation, resemiotisation, text, context and design in organisational Communication 		
Pre-requisite modules	None		
Co-requisite modules	None		
Prohibited module Combination	None		
Breakdown of Learning Time	Hours	Timetable Requirement per week	Other teaching modes that does not require time-table
<i>Contact with lecturer / tutor:</i>	29	<i>Lectures p.w.</i>	0
<i>Assignments & Tasks:</i>	100	<i>Practicals p.w.</i>	0
<i>Assessments:</i>	6	<i>Tutorials p.w.</i>	0
<i>Self-study:</i>	165		
<i>Practicals:</i>	0		
<i>Other:</i>	0		
Total learning time:	300		
Methods of Student Assessment	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
Assessment Module type	Continuous and Final Assessment (CFA)		