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|---|--|---------------------------------------|--|---|
| <b>Faculty</b>                                    | Economic and Management Sciences   |                                       |  |   |
| <b>Home Department</b>                            | Management and Entrepreneurship  |                                       |  |   |
| <b>Module Topic</b>                               | Research and Communication for Business  |                                       |  |   |
| <b>Generic Module Name</b>                        | Research and Communication for Business 314  |                                       |  |   |
| <b>Alpha-numeric Code</b>                         | <b>MAN314</b>  |                                       |  |   |
| <b>NQF Level</b>                                  | 7  |                                       |  |   |
| <b>NQF Credit Value</b>                           | 15   |                                       |  |   |
| <b>Duration</b>                                   | Semester   |                                       |  |   |
| <b>Proposed semester to be offered</b>            | First Semester   |                                       |  |   |
| <b>Programmes in which module will be offered</b> | BCom (1008), BCom Extended Curriculum (1751), BCom Part-time (1101), BAdmin (1011), BAdmin Part-time (1018), BCom Law (7211), BA (SRES) (8061)   |                                       |  |   |
| <b>Year Level</b>                                 | 3 (4 Extended Curriculum)  |                                       |  |   |
| <b>Main Outcomes</b>                              | <p>On completion of this module, a student should be able to:</p> <ul style="list-style-type: none"> <li>• Apply communication theory in designing business communications.</li> <li>• Conduct a basic literature review and secondary data analysis.</li> <li>• Describe and apply business communication models and channels.</li> <li>• Construct business communication.</li> <li>• Design basic qualitative and quantitative data collection instruments.</li> <li>• Collect, analyse, and present primary data.</li> <li>• Prepare professional oral and written business communications utilising appropriate technologies.</li> <li>• Compile a comprehensive management report for problem analysis.</li> </ul> |                                       |  |   |
| <b>Main Content</b>                               | <ul style="list-style-type: none"> <li>• Communication Theory and models</li> <li>• Forms of business communication</li> <li>• Data collection</li> <li>• Audio-visual presentations</li> <li>• Formal written communication</li> <li>• Business data management</li> <li>• Data collection and analysis</li> <li>• Literature review</li> <li>• Data analysis</li> <li>• Business writing &amp; communication</li> </ul>  |                                       |  |   |
| <b>Pre-requisite modules</b>                      | MAN231 and MAN233 <b>or</b> MAN201 and MAN206  |                                       |  |   |
| <b>Co-requisite modules</b>                       | MAN304 <b>or</b> MAN325  |                                       |  |   |
| <b>Prohibited module Combinations</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> |   |
| Contact with lecturer/ tutor:                     | 52   | <i>Lectures p.w.</i>                  |  | 4 |
| Assignments & tasks:                              | 39   | <i>Practicals p.w.</i>                |  | 0 |
| Practicals:                                       | 0  | <i>Tutorials p.w.</i>                 |  | 1 |
| Assessment:                                       | 3  |                                       |  |   |
| Self-study:                                       | 59   |                                       |  |   |
| Other: Please specify                             | 0  |                                       |  |   |
| <b>Total Learning Time</b>                        | <b>150</b>   |                                       |  |   |
| <b>Methods of Student Assessment</b>              | Continuous Assessment (CA): 60%<br>Final Assessment (FA): 40%  |                                       |  |   |

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| <b>Assessment Module type</b> | Continuous and Final Assessment (CFA) |
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