

NATIONAL DIPLOMA: INTERNATIONAL COMMUNICATION

Qualification code: NDIC03 - NQF Level 6

Campus where offered: Soshanguve North Campus

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

Admission requirement(s):

A Senior Certificate with a C symbol for English at Higher Grade. Applicants from other tertiary institutions will be required to write a formal admission test as well.

Recommended subject(s):

Economics, French, Geography, History and Typing.

Selection criteria:

All applicants are subject to selection. Selection is based on a written test and an interview. General knowledge, language proficiency and a critical disposition are of the utmost importance in the communication industry. These aspects will consequently feature prominently in the evaluation process. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from advanced training and career suitability will be taken into consideration.

• **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification, with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy. Preference will be given to applicants with a score of 5 or more for English.

Recommended subject(s):

Computer Applications Technology, Economics, Geography, History and official languages.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20** (with Mathematics) or **21** (with Mathematical Literacy).

Assessment procedures:

Applicants who achieve the minimum APS may be required to sit for a TUT potential assessment and possibly attend an interview with a panel to identify specific skills needed in the communication industry and for capacity building purposes. General knowledge, language proficiency and a critical disposition will feature in the potential assessment, since these are of the utmost importance in the communication industry. Factors such as academic and practical performance, personal drive and motivation, attitude and outlook, potential, readiness to benefit from more advanced training, and career suitability will also be taken into consideration.



- b. *Minimum duration:*
Three years.
- c. *Presentation:*
Day classes.
- d. *Intake for the qualification:*
January only.
- e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.
- g. *Work-Integrated Learning I:*
See Chapter 5 of Students' Rules and Regulations.
- h. *Subject credits:*
Subject credits are shown in brackets after each subject.

CURRICULUM

SUBJECTS PRINTED IN BOLD ARE NOT FOR REGISTRATION PURPOSES.

FIRST YEAR

| CODE | SUBJECT | CREDIT | PREREQUISITE SUBJECT(S) |
|---------|-----------------------------------|---------|-------------------------|
| CSC120T | Communication Science I | (0,200) | |
| EPR130T | English: Public Relations A | (0,100) | |
| INR100T | International Relations I | (0,200) | |
| IWP100T | Introduction to Word Processing I | (0,100) | |
| MDS100T | Media Studies I | (0,200) | |
| PRS120T | Public Relations I | (0,200) | |

FIRST SEMESTER

| | | | |
|---------|--------------|---------|--|
| ECN12AT | Economics IA | (0,050) | |
|---------|--------------|---------|--|

SECOND SEMESTER

| | | | |
|---------|--------------|---------|--|
| ECN12BT | Economics IB | (0,050) | |
|---------|--------------|---------|--|

TOTAL CREDITS FOR THE FIRST YEAR: **1,100**

SECOND YEAR

| CODE | SUBJECT | CREDIT | PREREQUISITE SUBJECT(S) |
|---------|---------------------------------------|---------|--|
| CSC220T | Communication Science II | (0,200) | Communication Science I Media Studies I Public Relations I |
| IIT100T | Introduction to International Trade I | (0,100) | |
| INR200T | International Relations II | (0,200) | International Relations I |
| MDS200T | Media Studies II | (0,200) | Communication Science I Media Studies I Public Relations I |



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|------------------------------------|---------------------|--------------|--|
| PRS210T | Public Relations II | (0,200) | Communication Science I Media Studies I Public Relations I |
| TOTAL CREDITS FOR THE SECOND YEAR: | | 0,900 | |

THIRD YEAR

| CODE | SUBJECT | CREDIT | PREREQUISITE SUBJECT(S) |
|--------------------------------------|---|--------------|--|
| CSC310T | Communication Science III | | |
| CSC31PT | Communication Science: Theory III | (0,250) | Communication Science II International Relations II |
| CSC31QT | Communication Science: Work-Integrated Learning III | (0,250) | Communication Science II International Relations II Media Studies II |
| INR300T | International Relations III | | |
| INR30PT | International Relations: Theory III | (0,250) | Communication Science II International Relations II |
| INR30QT | International Relations: Work-Integrated Learning III | (0,250) | Communication Science II International Relations II Media Studies II |
| TOTAL CREDITS FOR THE THIRD YEAR: | | 1,000 | |
| TOTAL CREDITS FOR THE QUALIFICATION: | | 3,000 | |

SUBJECT INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject. On 27 September 2017, the syllabus content was defined as follows:

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COMMUNICATION SCIENCE I (CSC120T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

As a major subject, this subject forms a theoretical basis for all the other subjects. The aim is to give insight into the importance and scope of communication in the communication field, and to prepare students to apply the principles of communication science theory in the field with regard to organisational communication, inter-cultural communication and mass communication. (Total tuition time: ± 192 hours)

COMMUNICATION SCIENCE II (CSC220T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

Students are informed about and become familiarised with certain theoretical concepts and principles of communication extending the theoretical aspects covered in the first year. Insight and self-application are needed for mastering the theoretical principles. The scope and degree of application will increase during the year, and it will become increasingly important to think independently. (Total tuition time: ± 166 hours)

COMMUNICATION SCIENCE: THEORY III (CSC31PT) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

The theoretical principles of communication in all its forms are investigated in the South African context. New trends in communication science are investigated through research assignments during the year. (Total tuition time: ± 28 hours)

COMMUNICATION SCIENCE: WORK-INTEGRATED LEARNING III (CSC31QT) WORK-INTEGRATED LEARNING

(Subject custodian: Department of Integrated Communication)

Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress. (Total tuition time: ± nine months)



E**ECONOMICS IA (ECN12AT)****1 X 3-HOUR PAPER****(Subject custodian: Department of Economics)**

The purpose of this subject is to give students insight into the principles and applications of microeconomics. The core content for this subject includes the problem of scarcity, choice, elasticity, demand and supply utility, efficiency and equity, production and costs, price determination under different market structures: perfect competition, imperfect competition as well as monopoly. Basic calculus and algebra are introduced. (Total tuition time: ± 40 hours)

ECONOMICS IB (ECN12BT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Economics)**

The purpose of this subject is to give students insight into the principles and applications of macroeconomics. The core content for this subject includes measuring macroeconomic performance of the economy, simple Keynesian model, money and banking, fiscal and monetary policy, exchange rates and the balance of payments and introduction to international trade. (Total tuition time: ± 40 hours)

ENGLISH: PUBLIC RELATIONS A (EPR130T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

All aspects of business communication are covered, including business correspondence, reports, memoranda, meeting procedures and important forms of organisational communication. Students also acquire professional communicative and persuasive skills, with the emphasis on the optimal use of language. (Total tuition time: ± 96 hours)

I**INTERNATIONAL RELATIONS I (INR100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Communication as practised in an international, state and political context. Different role-players in the international relations field, including interest groups and political systems are investigated. Current affairs are closely monitored and analysed. (Total tuition time: ± 192 hours)

INTERNATIONAL RELATIONS II (INR200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

International cultures and world religions are studied with the focus on human rights, corporate social responsibility, globalisation, diplomatic practice and foreign policy. (Total tuition time: ± 166 hours)

INTERNATIONAL RELATIONS: THEORY III (INR30PT)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

The theoretical principles of international relations are explored in the global context. Aspects of current affairs and world issues are investigated through research assignments during the year. (Total tuition time: ± 28 hours)

INTERNATIONAL RELATIONS: WORK-INTEGRATED LEARNING III (INR30QT)**WORK-INTEGRATED LEARNING****(Subject custodian: Department of Integrated Communication)**

Students complete a minimum of nine months of practical work in the industry. The employer, as well as the University, evaluates the student's progress. (Total tuition time: ± 9 months)

INTRODUCTION TO INTERNATIONAL TRADE I (IIT100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Various aspects of international trade are studied, including import, export, economic activities and markets. (Total tuition time: ± 96 hours)

INTRODUCTION TO WORD PROCESSING I (IWP100T)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel, MS Excel Intermediate, MS PowerPoint and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 70 hours)



M**MEDIA STUDIES I (MDS100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Media Studies is aimed at teaching practical journalistic skills and giving a thorough knowledge of the media as required by public relations officers in their careers. An overall view is given, with the emphasis on various aspects of the media. It is important that students become attuned to the daily media, such as newspapers, magazines, television and radio. (Total tuition time: ± 192 hours)

MEDIA STUDIES II (MDS200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

An in-depth focus on and practical application of media techniques are presented. There is a strong focus on the development of media strategies. (Total tuition time: ± 166 hours)

P**PUBLIC RELATIONS I (PRS120T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Students are trained to become public relations practitioners who will be able to make effective decisions in a rapidly changing environment. This subject is aimed at providing the student with a structured programme to refine and develop professional skills. (Total tuition time: ± 192 hours)

PUBLIC RELATIONS II (PRS210T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

Theory from the first year is extended to an in-depth practical application of public relations theory with a specific focus on public relations strategy. (Total tuition time: ± 166 hours)

