

# BACCALAUREUS TECHNOLOGIAE: INTERNATIONAL COMMUNICATION

Qualification code: BTIC97 - NQF Level 7

Campus where offered: Soshanguve North Campus

## Important notification to new applicants:

Students who intend to enrol for this qualification should take note that no new applications will be accepted as from 2020. Potential students are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

## REMARKS

- a. *Admission requirement(s):*  
A National Diploma in International Communication or a relevant equivalent qualification (at NQF Level 6) obtained from a university or a university of technology. An applicant must have 60% or more in both, International Relations III and Communication Science III or a minimum of one year's relevant industry experience (in the form of a verifiable portfolio of evidence) for applicants who do not meet the requirement of 60%.
- b. *Selection criteria:*  
Admission is subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation and class attendance:*  
Block-mode classes offered over a period of two years on Saturday mornings, with one or two subjects offered as evening classes. Subjects are offered at the location (Soshanguve North or Pretoria campuses) as determined by the Head of the Department.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

Key to asterisks:

- \* Information does not correspond to information in Report 151.  
(Deviations approved by the Senate in September 2007.)

**On completion of the Baccalaureus Technologiae: International Communication, students might be considered for continuing with the Magister Technologiae: Strategic Communication.**

## CURRICULUM

### YEAR SUBJECTS

CODE	SUBJECT	CREDIT
CSC400T	Communication Science IV (not offered in 2018)	(0,250)



INL200T	International Law (not offered in 2018)	(0,100)
INR400T	International Relations IV	(0,250)
MDS300T	Media Studies III	(0,200)
RMD100I	Research Methodology*	(0,100)
RMD110R	Research Methodology (re-registration)	(0,000)

**plus one of the following languages (as determined by the Head of the Department):**

FRE110T	French	(0,100)
GER110T	German	(0,100)
SNH110T	Spanish	(0,100)

TOTAL CREDITS FOR THE QUALIFICATION: **1,000**

## **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:

### **C**

**COMMUNICATION SCIENCE IV (CSC400T) 1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Integrated Communication)*

A strategic, analytical and critical orientation toward communication is fostered through the in-depth exploration of pertinent issues in the communication discipline. (Total tuition time: ± 28 hours)

### **F**

**FRENCH (FRE110T) 1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Applied Languages)*

These practical, career-orientated third- or foreign-language programmes equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these programmes are at beginner's level, but by the end of the third year, students should have a fair command of the language. (Total tuition time: ± 96 hours)

### **G**

**GERMAN (GER110T) 1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Applied Languages)*

These practical, career-orientated third- or foreign-language programmes equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these programmes are at beginner's level, but by the end of the third year, students should have a fair command of the language. (Total tuition time: ± 96 hours)

### **I**

**INTERNATIONAL LAW (INL200T) 1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Integrated Communication)*

Legal aspects at an international level, especially in the fields of human rights law and economics. (Total tuition time: ± 28 hours)

**INTERNATIONAL RELATIONS IV (INR400T) 1 X 3-HOUR PAPER**  
*(Subject custodian: Department of Integrated Communication)*

A strategic, analytical and critical theoretical orientation toward the essence of international relations theory is fostered. The theoretical aspects of world systems theory, realism and liberalism are critically evaluated. (Total tuition time: ± 28 hours)



**M****MEDIA STUDIES III (MDS300T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Integrated Communication)**

A strategic, analytical and critical theoretical orientation toward the essence of media theory is fostered. The theoretical aspects are critically explored and evaluated. (Total tuition time: ± 28 hours)

**R****RESEARCH METHODOLOGY (RMD100I/RMD110R)****CONTINUOUS ASSESSMENT****(Subject custodian: Department of Integrated Communication)**

The role and value of research in the field of communication. Application skills of quantitative and qualitative research are acquired through the submission of a dissertation. (Total tuition time: ± 28 hours)

**S****SPANISH (SNH110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

These practical, career-orientated third- or foreign-language programmes equip students with functionally useful listening, speaking, reading and writing skills, and promote an understanding of the relevant culture. Based on a communicative approach, these programmes are at beginner's level, but by the end of the third year, students should have a fair command of the language. (Total tuition time: ± 96 hours)

