

BACCALAUREUS TECHNOLOGIAE: BUSINESS COMMUNICATION

Qualification code: BTBC97 - 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 Business 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, Advertising and Marketing Communication 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.

On completion of the Baccalaureus Technologiae: Business Communication, students might be considered for continuing with the Master of Strategic Communication.

CURRICULUM

ATTENDANCE

CODE	SUBJECT	CREDIT
AMC400T	Advertising and Marketing Communication IV (not offered in 2019)	(0,250)
CSC400T	Communication Science IV	(0,250)
MDS300T	Media Studies III (not offered in 2019)	(0,200)
MPP200T	Management Principles and Practice II	(0,100)
RMD100I	Research Methodology	(0,100)
RMD110R	Research Methodology (re-registration)	(0,000)



FIRST SEMESTER

ECN12AT Economics IA (0,050)

SECOND SEMESTER

ECN12BT Economics IB (0,050)

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 a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject. On 14 September 2018, the syllabus content was defined as follows:

A

ADVERTISING AND MARKETING COMMUNICATION IV (AMC400T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Integrated Communication)

Strategic knowledge and insight into advertising form the crux of the subject. (Total tuition time: ± 28 hours)

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)

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)

M

MANAGEMENT PRINCIPLES AND PRACTICE II (MPP200T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Management and Entrepreneurship)

Dynamics of the organisation, motivation, management and leadership styles, management by objectives and communication. Decision-making and problem-solving techniques, creativity, operational research, management of diversity and the systems approach to organisations. (Total tuition time: ± 83 hours)

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)

