

# BACCALAUREUS TECHNOLOGIAE: BUSINESS COMMUNICATION

Qualification code: BTBC97 - NQF Level 7

Campus where offered: Soshanguve North Campus (block-mode classes)  
Last year of new intake: 2019  
Teach-out (phase-out) date: 31 December 2021

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

## CURRICULUM

Consult the 2019 Faculty Prospectus for the full contents of the qualification.

## ATTENDANCE

CODE	SUBJECT	CREDIT
AMC400T	Advertising and Marketing Communication IV	(0,250)
CSC400T	Communication Science IV	(0,250)
MDS300T	Media Studies III	(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. At time of publication, 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 (RMD100/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)

