

SHORT & CERTIFICATE COURSES

**WITS PLUS**

## EFFECTIVE BUSINESS COMMUNICATION

Join us on the Wits Campus for our part-time certificate course in *Effective Business Communication*, extending over 14 weeks (a semester).

The course is offered at the Braamfontein Campus West in lecture and tutorial format. You will be guided through the programme by a specialist lecturer.

T +27 11 717 9503 / 9511 / 9519

E [shortcourses.witsplus@wits.ac.za](mailto:shortcourses.witsplus@wits.ac.za)

W [www.wits.ac.za/part-time](http://www.wits.ac.za/part-time)

### OBJECTIVES OF THIS COURSE

- Develop business communication skills relevant to the 21st century.
- Offer insight into the appropriate use of communication channels in the business world.
- Promote the correct use of English in business communication.

### ENTRY REQUIREMENTS

Candidates will require matric or equivalent, with sufficient competency in English. Relevant work experience may be considered as an alternative access route in exceptional cases, for example in the case of owners of small businesses.

### WHO WILL BENEFIT FROM THIS COURSE?

- Employees who need to improve their business communication skills in their current positions of employment.
- Employees who require business communication skills to improve their professional standing.
- Entrepreneurs needing to develop communication skills in order to enhance their business prospects.

### COURSE CONTENT

- The relevance of digitisation in 21st century business communication.
- Globalisation and business communication.
- Entrepreneurship and communication.
- Social Media and communication.
- Problem-solving and business communication.
- Barriers to communication.
- Verbal and non-verbal communication.
- Interpersonal and small group communication.
- Leadership styles and communication.
- Cultural identity and communication.
- Meeting protocol and documentation.
- Using ICTs effectively in business communication.
- Personal branding through communication.
- Effective communication through reports.

- Using graphic aids in business communication and presentations.
- Preparing a business plan for a new business concept.
- Tenders and proposals.
- Writing an executive summary.

## LENGTH OF THE COURSE

Lectures will take place once a week over 14 weeks. The duration of each lecture will be two hours (24 total contact hours). The 13th lecture will be revision and will be followed by the 14th a three hour examination.

## COMMENCEMENT DATES

**Semester 1:** February:  
Tuesdays 17:30 – 19:30

**Semester 2:** July:  
Tuesdays 17:30 – 19:30

## WHO ARE THE LECTURERS?

This course will be taught by a subject matter expert.

## APPLICATIONS

Applications should be accompanied by a short CV (3 pages maximum); matric certificate, ID and marriage certificate (if applicable) and university academic/tertiary level study record (if applicable).

## REGISTRATION

Your acceptance onto the programme will be confirmed by email and mail. Participants are required to register and pay for the course ahead of commencement. Registration indicates your commitment to the course.

## FEES

R12 445, including course materials.

## METHOD OF PAYMENT

The fees for all courses are the responsibility of the individual attending the course. All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring in your original proof of payment on Registration day – dates will be provided in your acceptance letter.

## CANCELLATION OF A COURSE

Wits Plus courses offered over one semester:

- Cancellation before commencement of lectures will result in an administration fee of 15% of the total course fee regardless of the reason.
- Cancellation after commencement of lectures will result in liability for the full amount of the course fees regardless of the reason.

## VISITORS ACCESS

All short course participants are issued with a Visitors Access Card at a cost of ±R140. Parking disc fees also apply: arrangements need to be made with the parking office. You may park in student parking on the Braamfontein Campus West.

Note: Wits Plus, University of the Witwatersrand, reserves the right to withdraw a course from its programme should registrations not reach viable numbers. In this event a full refund will be made. Refund requests will take a minimum of 30 working days to be processed after all documentation has been received.