



UNIVERSITY OF  
KWAZULU-NATAL™  
INYUVESI  
YAKWAZULU-NATALI

**EXTENDED  
LEARNING**

## Business Communication



Durban

OUR WORLD IS CHANGING... SHOULDN'T YOU?



# Business Communication

## Programme overview & objectives:

Avoiding wrong decisions, promoting a healthy business environment, enhancing diversity, can all be achieved. How? Through the adoption of appropriate communication tools, practice and comprehension of the modern, techno-related communication challenges.

## Key focus areas:

Communication Theory and Tools

- Theory
- Oral Communication
- Written Communication
- Grammar
- Listening
- Audience and Purpose
- Reading and Note Taking

Communication in Practice

- Business/Organisational Correspondence
- Meetings
- Minute Taking
- Report Writing

Contemporary Issues

- The modern/techno world implications
- Short Business Messages
- Digital Media
- Conflict & Leadership

## Entrance requirements:

Matric and/or relevant industry experience

## Programme fee:

The programme fee of R4 950 (incl. VAT) covers tuition, instruction material, lunches and refreshments

## Duration:

Two days

## Who should attend:

Individual graduates and work seekers who want to equip themselves with necessary business skills required by employers

## Dates:

For updated course dates, please contact us or see our website: [www.ukznextendedlearning.com](http://www.ukznextendedlearning.com)

## Facilitators include:



### Ms Lindiwe Kunene

Lindiwe is an academic at UKZN who holds a Master's degree in Commerce and is currently reading for her PhD at UKZN. She is within the Discipline of Management and Entrepreneurship where she lectures and does research in Small, Medium and Micro Enterprises (SMMEs). Her research mostly

concentrates on branding models suitable to the South African small business environment. She does however work on the relationship between development economics and entrepreneurship; Social entrepreneurship and the development of creative industries. She serves on the board for KUMISA, an NGO on economic development of the music industry in KZN. She also serves on the board of the P.E.A.C.E Foundation Trust an NGO that promotes Rural Economic Development and Elephants, Rhinos and People programmes and was recently appointed to the UKZN Discovery Medical Aid Scheme. She is one of the researchers in the UN-Universities and the African Development Bank initiative called Youth Entrepreneurship Society for Africa's Industrialisation.



UNIVERSITY OF  
KWAZULU-NATAL  
INYUVESI  
YAKWAZULU-NATALI

**EXTENDED  
LEARNING**

UKZN Extended Learning (UEL) is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.



Pay with Zapper  
Scan this barcode to pay:

## Contact:

Christobel Sithole T: +27 31 260 3795  
E: [sitholekc@ukzn.ac.za](mailto:sitholekc@ukzn.ac.za)  
[www.ukznextendedlearning.com](http://www.ukznextendedlearning.com)

University of KwaZulu-Natal, Howard College Campus,  
Gate 9, Room 212, Innovation Centre, Rick Turner Road,  
Durban, 4001