



28 April 2015

**Qualification reference number:** 1508

**Authorised Qualification name:** Bachelor of Arts Honours in Communication Science

Directorate: Accreditation

Council on Higher Education

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Dear Colleagues

## RESPONSE TO THE DEFERRAL OF THE HEQSF-ALIGNMENT AND ACCREDITATION

### HEQSF review comment

*"The curriculum design needs improvement. The university needs to take cognisance of the comments by the evaluator"*

### Response to Accreditation Panel's comment:

The comments by the evaluator is not known to the UFS. Nevertheless, we have the following response for your consideration:

It was difficult to express how the curriculum design is implemented and managed on the prescribed HEQSF-online format. Because the upload did not allow us to indicate a module as a compulsory "field selection module" as well as the fact that the total tally at the end of the modular section will not reflect how the curriculum worked, it was loaded as electives. No space was provided to specify what module belongs to which specialisation and that a student needs to select one compulsory module according to the desired field of specialisation.

Table 1 clarifies the curriculum structure and the Addendum provide the module outlines that provide more detail regarding the modules.



**Table 1: Curriculum Structure**

| Module name   | NQF Level | Credits per module | Compulsory/ Optional | Year | Total Credits per year |
|---|-----------|--------------------|----------------------|------|------------------------|
| <b>BAHons (Communication Science) with specialisation in Media Studies and Journalism (Specialisation 1)</b>          |           |                    |                      |      |                        |
| Communication Theory  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Research Methodology  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Media Theory  | 8         | 24                 | Compulsory           | 1    | 128                    |
| Media Practice  | 8         | 24                 | Compulsory           | 1    | 128                    |
| Contemporary issues (Media Studies and Journalism)  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Research report: Media Studies and Journalism   | 8         | 32                 | Compulsory           | 1    | 128                    |
| Total compulsory credits at NQF 8: 128  |           |                    |                      |      |                        |
| <b>BAHons (Communication Science) with specialisation in Corporate and Marketing Communication (Specialisation 2)</b> |           |                    |                      |      |                        |
| Communication Theory  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Research Methodology  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Change and Leadership Communication   | 8         | 16                 | Compulsory           | 1    | 128                    |
| Corporate Communication   | 8         | 24                 | Compulsory           | 1    | 128                    |
| Integrated Marketing Communication  | 8         | 24                 | Compulsory           | 1    | 128                    |
| Research Report (Corporate and Marketing Communication)   | 8         | 32                 | Compulsory           | 1    | 128                    |
| Total Compulsory Credits at NQF 8: 128  |           |                    |                      |      |                        |
| <b>BAHons (Communication Science) with specialisation in Leadership Communication (Specialisation 3)</b>              |           |                    |                      |      |                        |
| Communication Theory  | 8         | 16                 | Compulsory           | 1    | 128                    |
| Research Methodology  | 8         | 16                 | Compulsory           | 1    |                        |
| Change and Leadership Communication   | 8         | 16                 | Compulsory           | 1    | 128                    |
| Research report (Leadership Communication)  | 8         | 32                 | Compulsory           | 1    | 128                    |
| <i>Choose TWO from the three electives below:</i>   |           |                    |                      |      |                        |
| Rhetoric and Rhetorical criticism   | 8         | 24                 | Elective             | 1    | 128                    |
| Political and Diplomatic Communication  | 8         | 24                 | Elective             | 1    | 128                    |
| Risk and Reputation Management  | 8         | 24                 | Elective             | 1    | 128                    |
| Total Compulsory Credits at NQF 8: 128  |           |                    |                      |      |                        |

Thank you for your consideration and continued support in relation to the response on the comments made by the accreditation panel. We trust that you will find this response adequate to validate this programme's accreditation and HEQSF alignment.

Kind regards

Ms SJ Paulse



Deputy Director: Directorate for Research and Institutional Planning



## ADDENDUM

### Module Outlines


**Name of Programme: Bachelor of Arts Honours with specialisation in:**

- Media Studies and Journalism (Specialisation 1)
- Corporate and Marketing Communication (Specialisation 2)
- Leadership Communication (Specialisation 3)

| Year of Instruction  | Compulsory<br>(core/fundamental) or<br>Optional Module | Module name (no<br>abbreviations) | Content of Module | Outcomes of Module | Assessment of Module | Credit allocation of Module | NQF Level of Module | New / Existing Module | Existing Module Code as well as new code for 2017 |
|--|--|-----------------------------------|-------------------|--------------------|----------------------|-----------------------------|---------------------|-----------------------|---|
| 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of<br>Year Module |  |                                   |                   |                    |                      |                             |                     |                       |   |



| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations) | Content of Module   | Outcomes of Module   | Assessment of Module                                 | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide module Code as well as new code for 2016 |
|---------------------|---|--|--------------------------------|---|--|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | Y   | Compulsory                                       | <b>Communication Theory</b>    | This module includes a study of the scientific study field of communication and general communication theories. The focus of the module is specifically on the nature of investigation and theory, general communication theories, and the important contextual themes to be found in general communication theories. | This module contains fundamental knowledge, theories, principles and practices of general communication theories and - traditions, including: <ul style="list-style-type: none"> <li>Theories applicable to the communicator;</li> <li>Theories applicable to the message;</li> <li>Theories applicable to the conversation (interpersonal context); and</li> <li>Theories applicable to group communication.</li> </ul> | Formative: Assignments<br><br>Summative: Examination | 16                          | 8                   | E                     | KOM610 / COMC6804   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations) | Content of Module  | Outcomes of Module   | Assessment of Module                                 | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|--------------------------------|--|--|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 1   | Compulsory                                       | <b>Research Methodology</b>    | The module focuses on guiding the postgraduate student through the process of scientific research, both qualitative and quantitative, as well as critical reasoning and argumentation. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>demonstrate an ability to interrogate and integrate multiple sources of knowledge with regard to research methodology;</li> <li>use a range of specialised skills to identify, analyse and address complex or abstract problems in terms of conducting scientific research;</li> <li>identify and address ethical issues pertaining to scientific research, critical reasoning and argumentation by reflecting on the suitability of different ethical value systems to specific research contexts;</li> <li>demonstrate the ability to apply learning strategies which effectively address his/her professional and ongoing learning needs; and to</li> <li>demonstrate the ability to take full responsibility of his/her own work, decision-making and use of resources.</li> </ul>  | Formative: Assignments<br><br>Summative: Examination | 16                          | 8                   | E                     | KOM611 / COMM6804   |

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| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations) | Content of Module   | Outcomes of Module   | Assessment of Module  | Credit allocation of Module | NQF Level of Module | New / Existing Module | Code as well as new code for 2016 |
|---------------------|---|--|--------------------------------|---|--|---|-----------------------------|---------------------|-----------------------|-----------------------------------|
| 6                   | Y   | Compulsory for Media Studies and Journalism      | <b>Media Theory</b>            | <p>This module is presented at honours level in conjunction with BKM611 (Media Practice) and BKM612 (Contemporary Issues in Media Studies and Journalism). The aim is to enhance journalism skills gained at undergraduate level. Media theories and journalism practices are discussed using local and international examples, often taking an international occurrence/event and localising it (localising is a core skill for a journalist). In most instances the content is focused specifically on journalism in Africa, including comparing issues/trends in other African countries and, to a lesser extent, European or American examples.</p> | <p>At the end of the module, the student is expected to be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate in-depth knowledge of the principles, theories, methods and techniques relevant to media studies and journalism;</li> <li>• apply this knowledge in practice by synthesising information and creating responses to problems that expand or redefine existing knowledge;</li> <li>• interrogate and evaluate different media theories and making recommendations in terms of the most appropriate media theory/approach for the different contexts of journalism;</li> <li>• critique a wide range of issues and problems pertaining to media studies and journalism, both internationally and locally;</li> <li>• demonstrate the ability to apply learning strategies which effectively address his/her professional and ongoing learning</li> </ul> | <p>Formative: Assignments</p> <p>Summative: Examination</p> | 24                          | 8                   | E                     | BKM610 / JCOT6806                 |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations) | Content of Module   | Outcomes of Module   | Assessment of Module                                      | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|--------------------------------|---|--|---|-----------------------------|---------------------|-----------------------|---|
| 6                   | 1   | Compulsory for Media studies and Journalism      | <b>Media Practice</b>          | <p>This module is presented at honours level in conjunction with BKM610 (Media Theory) and BKM612 (Contemporary Issues in Media Studies and Journalism). The aim is to enhance journalism skills gained at undergraduate level. A variety of specialist areas are discussed and students are required to produce articles across different genres and in different formats.</p> | <p>At the end of the module, the student is expected to be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate in-depth knowledge of the principles, theories, methods and techniques relevant to media studies and journalism;</li> <li>• apply this knowledge in practice by synthesising information and creating responses to problems that expand or redefine existing knowledge;</li> <li>• interrogate and evaluate different media theories and making recommendations in terms of the most appropriate media theory/approach for the different contexts of journalism;</li> <li>• critique a wide range of issues and problems pertaining to media studies and journalism, both internationally and locally;</li> <li>• demonstrate the ability to apply learning strategies which effectively address his/her professional and ongoing learning</li> </ul> | <p>Formative: Assignments</p> <p>Summative: Portfolio</p> | 24                          | 8                   | E                     | BKM611 / JCOP6806   |



| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations)                            | Content of Module   | Outcomes of Module  | Assessment of Module                               | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Providing Module Code as well as new code for 2016 |
|---------------------|---|--|---|---|---|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 2   | Compulsory for Media Studies and Journalism      | <b>Contemporary issues (Media Studies and Journalism)</b> | This module is presented at honours level in conjunction with BKM610 (Media Theory) and BKM611 (Media Practice). The module focuses on contemporary issues in the field of media studies and journalism, and learning units are adapted according to issues that are important at a particular moment, or that give direction to the media studies / journalism debate of the moment. The aim of the module is to expose the student to various local and international issues that pertain to media studies and journalism. Class discussions and reading material is compiled in such a way that students are required to think critically on how to approach these issues as journalists. Students are also required to come up with new or different solutions to current problems. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>• appraise current issues in local and international media;</li> <li>• propose different or new solutions to current problems in the field of media studies and journalism, both locally and abroad;</li> <li>• critique local and international media in terms of aspects such as ethics, legality, and professionalism;</li> <li>• demonstrate the ability to apply learning strategies which effectively address his/her professional and ongoing learning needs; and</li> <li>• demonstrate the ability to take full responsibility of his/her own work, decision-making and use of resources.</li> </ul> | Formative: Assignments<br><br>Summative: oral exam | 16                          | 8                   | E                     | BKM612 / JCOC6804   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations)                       | Content of Module  | Outcomes of Module  | Assessment of Module                   | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|--|--|---|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 1   | Compulsory for Media Studies and Journalism      | <b>Research report: Media Studies and Journalism</b> | This module requires the student to conduct research and write a comprehensive research report according to the principles of scientific research. | In the research project the student will be assessed according to the following: <ul style="list-style-type: none"> <li>• Academic content (research; insight; link between theory and practice; ability to explain; integration of material; logical argumentation);</li> <li>• Understanding of topic (main aspects were investigated and are relevant to the topic);</li> <li>• Research design (research problem; objectives; methodology and structure appropriate to methodology; were research problem and aims addressed); and the</li> <li>• Results and conclusions reached.</li> </ul> | External assessment of research report | 32                          | 8                   | E                     | BKM613 / JCOR6808   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module  | Module name (no abbreviations)             | Content of Module   | Outcomes of Module  | Assessment of Module                                 | Credit allocation of Module | NQF Level of Module | New / Existing Module | Existing - Provide Module Code as well as new code for 2016 |
|---------------------|---|---|--|---|---|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 1   | Compulsory for Corporate & Marketing Communication<br><br>Compulsory for Leadership Communication | <b>Change and Leadership Communication</b> | This module aims to provide more depth knowledge regarding the communication process during the management of change. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>Describe the problematic concept of 'organisation';</li> <li>Define, explain and describe change according to the classical theories, the structural analysts and contemporary theories;</li> <li>Describe the features of successful organisations according to the functional perspective;</li> <li>Explain a diversity of typologies and concepts of contemporary change; and to</li> <li>Purposeful engage in change management and implement change models.</li> </ul> | Formative: Assignments<br><br>Summative: Examination | 16                          | 8                   | E                     | KOM612 / COML6804   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module   | Module name (no abbreviations) | Content of Module  | Outcomes of Module   | Assessment of Module                                 | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|--------------------------------|--|--|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | Y   | Compulsory for Corporate & Marketing Communication | <b>Corporate Communication</b> | The module aims to provide knowledge regarding corporate communication, presents the main theoretical models from around the world into one integrated framework, and to build a framework of corporate communication that can be used in business schools and executive reputation management programmes. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>Describe related constructs such as corporate reputation, corporate brand and corporate image;</li> <li>Understand how a company's activities contribute to its reputation with the public;</li> <li>Explain the company's identity and identity elements;</li> <li>Explain the results of a consensus profiling session with top management;</li> <li>Explain why symbols are important when formulating an identity policy;</li> <li>Explain decision-making models and how it can be used to identify 'point of resistance' to a company's branding strategy;</li> <li>Develop and establish a reputation platform;</li> <li>Effectively communicate with stakeholders; and</li> <li>Use attitude measurement scales and other reputation research to organise effective corporate</li> </ul> | Formative: Assignments<br><br>Summative: Examination | 24                          | 8                   | E                     | BKB620 / ICOC6806   |

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| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module   | Module name (no abbreviations)            | Content of Module  | Outcomes of Module   | Assessment of Module                                 | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|---|--|--|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 2   | Compulsory for Corporate & Marketing Communication | <b>Integrated Marketing Communication</b> | The module aims to provide knowledge about the integrated marketing phenomenon used in practice and to explore brands and the role of brands in integrated marketing communication from a strategic perspective. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>• Differentiate between integrated marketing communication (IMC) and integrated communication (IC);</li> <li>• Analyse IMC and IC models;</li> <li>• Plan a IMC and IC process;</li> <li>• Explore the role of internal communication, internal marketing and internal branding;</li> <li>• Understand the social phycology and sociocultural meaning of brands;</li> <li>• Analyse the concept of brand equity and measure brand performance and equity;</li> <li>• Explain brand strategies and the role of technologies and innovation in brand management; and</li> <li>• Provide brand portfolios.</li> </ul> | Formative: Assignments<br><br>Summative: Examination | 24                          | 8                   | E                     | BKB621 / ICOI6806   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module   | Module name (no abbreviations)                                 | Content of Module  | Outcomes of Module  | Assessment of Module                   | Credit allocation of Module | NQF Level of Module | New / Existing Module | Existing - Provide Module Code as well as new code for 2016 |
|---------------------|---|--|--|--|---|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 1   | Compulsory for Corporate & Marketing Communication | <b>Research Report (Corporate and Marketing Communication)</b> | This module requires the student to conduct research and write a comprehensive research report according to the principles of scientific research. | In the research project the student will be assessed according to the following: <ul style="list-style-type: none"> <li>Academic content (research; insight; link between theory and practice; ability to explain; integration of material; logical argumentation);</li> <li>Understanding of topic (main aspects were investigated and are relevant to the topic);</li> <li>Research design (research problem; objectives; methodology and structure appropriate to methodology; were research problem and aims addressed); and the</li> <li>Results and conclusions reached.</li> </ul> | External assessment of research report | 32                          | 8                   | E                     | BKB623 / ICOR6808   |

| Year of Instruction | 1 <sup>st</sup> Semester, 2 <sup>nd</sup> Semester of Year Module | Compulsory (core/fundamental) or Optional Module | Module name (no abbreviations)                    | Content of Module  | Outcomes of Module  | Assessment of Module                   | Credit allocation of Module | NQF Level of Module | New / Existing Module | Increasing / Provide Module Code as well as new code for 2016 |
|---------------------|---|--|---|--|---|--|-----------------------------|---------------------|-----------------------|---|
| 6                   | 2   | C for Leadership Communication                   | <b>Research report (Leadership Communication)</b> | This module requires the student to conduct research and write a comprehensive research report according to the principles of scientific research. | In the research project the student will be assessed according to the following: <ul style="list-style-type: none"> <li>Academic content (research; insight; link between theory and practice; ability to explain; integration of material; logical argumentation);</li> <li>Understanding of topic (main aspects were investigated and are relevant to the topic);</li> <li>Research design (research problem; objectives; methodology and structure appropriate to methodology; were research problem and aims addressed); and the</li> <li>Results and conclusions reached.</li> </ul> | External assessment of research report | 32                          | 8                   | E                     | KOM616 / COMR6808   |

| Choose two from the following three electives: |   |                                       |  |   |  |  |    |   |   |                   |
|--|---|---------------------------------------|--|---|--|--|----|---|---|-------------------|
| 6  | Y | Elective for Leadership Communication | <b>Rhetoric and Rhetorical criticism</b> | This module aims to provide in depth knowledge about Rhetorical Criticism, and the role of the Neo-Aristotelian approach; the Metaphorical approach; the Feminist approach; the Dramatic approach; the Narrative approach and the Fantasy theme-analysis as approaches in rhetorical criticism. | At the end of the module, the student is expected to be able to: <ul style="list-style-type: none"> <li>• Critically discuss rhetoric as basis of rhetorical criticism and explain the goal and functions of rhetorical criticism;</li> <li>• Critically discuss and describe the background and methodology of the Neo-Aristotelian approach and evaluate it;</li> <li>• Critically discuss the origin of the metaphorical approach, the methodology thereof and evaluate it;</li> <li>• Critically discuss and describe the feminist approach and evaluate it;</li> <li>• Critically discuss and describe the dramatic approach and its methodology and evaluate it;</li> <li>• Critically discuss and describe the narrative approach, its methodology and evaluate it; and</li> <li>• Critically discuss and describe the background, origin and methodology of the FTA approach and evaluate it.</li> </ul> | Formative: Assignments, tests;<br><br>Summative: Examination | 24 | 8 | E | KOM613 / COMH6804 |



|   |   |                                       |   |  |  |  |    |   |   |                   |
|---|---|---------------------------------------|---|--|--|--|----|---|---|-------------------|
| 6 | Y | Elective for Leadership Communication | <b>Political and Diplomatic Communication</b> | The scope of political and diplomatic communication is introduced and critical issues highlighted that relate to leadership in political and diplomatic communication. | At the end of the module, the student will show knowledge of: <ul style="list-style-type: none"> <li>• Leadership in a democracy;</li> <li>• Amid Jacques Ellul's perspective on propaganda;</li> <li>• Leadership within a systems approach to political and diplomatic communication;</li> <li>• Leadership and public opinion and image management;</li> <li>• Leadership in the development and management of international political election campaigns;</li> <li>• Leadership in conventional and contemporary diplomatic communication; and</li> <li>• Leadership icons in South African politics and diplomacy.</li> </ul> | Formative: Assignments, tests;<br><br>Summative: Examination | 24 | 8 | E | KOM614 / COMP6804 |
|---|---|---------------------------------------|---|--|--|--|----|---|---|-------------------|

|   |   |                                       |                                       |   |   |   |    |   |   |                   |
|---|---|---------------------------------------|---------------------------------------|---|---|---|----|---|---|-------------------|
| 6 | Y | Elective for Leadership Communication | <b>Risk and Reputation Management</b> | <p>This module contains fundamental knowledge, theories, principles and practices of risk and reputation management, including:</p> <ul style="list-style-type: none"> <li>• A comprehensive approach to risk and reputation management;</li> <li>• The integrated organisational communication context;</li> <li>• Stakeholder management and relationship building;</li> <li>• Issue and crisis communication; and</li> <li>• The outcomes of positive reputation measurement.</li> </ul> | <p>At the end of the module, the student is expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of the theories, research methodologies, methods and techniques relevant to risk and reputation management, and understand how to apply this knowledge in practice;</li> <li>2. Interrogate and evaluate multiple sources of knowledge in risk and reputation management and critically review the information gathered;</li> <li>3. Understand the complexities and uncertainties of managing the risk and reputation, and the implications thereof on a company's image; and</li> <li>4. Communicate academic, professional and occupational ideas and texts effectively to a range of audiences, offering insights, interpretations and solutions to problems and issues appropriate to risk and reputation management.</li> </ol> | <p>Formative: Assignments, tests;</p> <p>Summative: Examination</p> | 24 | 8 | E | KOM615 / COMI6804 |
|---|---|---------------------------------------|---------------------------------------|---|---|---|----|---|---|-------------------|