

# SHORT LEARNING PROGRAMME

## IIE Business Communication Distance: Short Learning Programme (SLP)

### Introduction

Effective management and business growth are two sides of the same coin. For new managers to be effective in their role, the first step is to make a transition from managing tasks and operations to managing people and implementing strategies. This short learning programme (SLP) will support a new manager with the principles of business communication that form the foundation of effective business management and leadership.

### Who should attend

- Individuals recently appointed to a managerial position.
- Individuals seeking to improve their business communication skills.
- Small to medium size enterprise owners looking to expand their businesses.

### Entrance requirements

*Students should meet the following requirements:*

- Be proficient in English.
- Have recently been appointed into a management/supervisor position and/or have three to four years work experience.
- Must be able to prepare for lectures and engage in self-directed study and students must have access to the internet.

### Duration

Business Communication is offered as a distance SLP. Duration varies depending on the start date selected.

### Programme Structure and Evaluation

This SLP is presented via a distance mode of delivery, supported by online mediation sessions. Students will be required to complete various forms of assessments and activities, with the final assessments being written in hard copy at the site of registration.

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[www.thebusinessschool.co.za](http://www.thebusinessschool.co.za)



### CONTACT

#### GAUTENG

Sandton (011) 784 6939  
Waterfall (010) 224 4300  
Pretoria (012) 348 2551

#### KWAZULU-NATAL

Durban North (031) 573 2038  
Westville (031) 266 8400  
PMB (033) 386 2376

#### WESTERN & EASTERN CAPE

Cape Town (021) 685 5021  
PE (041) 363 4223

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## NOTE:

While you can generally structure your study time as you need to, there are scheduled online sessions through which you can receive mediated support, assignment and examination deadlines and timetables, to keep your studies moving forward.

A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential for any student enrolling for this programme.

## Programme Overview

*The programme aims to accomplish the following:*

- To use effective communication strategies with the different role players in the business management field and apply the theoretical principles of communication (oral/written).

## Programme content

*The programme topics include the following:*

- Introduction to communication theories
- Academic writing skills, communication in organisations, planning and preparing communication messages
- Interview skills and CV-building
- Business reports and mass communication for organisations.

## What is The Teaching and Learning Strategy of the IIE's Varsity College, and how will it help prepare me for the 21st century working world?

At The IIE's Varsity College we are proud of and passionate about our shift away from the 'traditional lecturing' methodology to our blended-learning strategy – the VC Blend.

This blended-learning strategy extends learning beyond the confines of the classroom and creates opportunities for our students to work collaboratively, with peers and their educators, to construct their understanding of concepts. Student engagement is supported by the use of a learning management system (LMS) and the online learning materials that have been developed to underpin our teaching strategy.

This student-focused approach compels our students to be accountable for their learning while developing the critical skills they will need to thrive in the rapidly changing 21st century work environment.

As such, academic life for our students is dynamic, challenging and relevant.

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The programme content is correct at the time of print. Please note that in line with academic practice, The IIE's Short Learning Programme content is annually reviewed thus changes may occur in module structure and sequence in order to ensure that the programme remains relevant. The exit level outcomes of the programme do not change. Registered students receive an updated programme outline on an annual basis.

## Certification

The IIE Business Communication programme is a SLP that is certified by The Independent Institute of Education (The IIE). Students enrolled for the SLP can submit an application for academic credit upon completion, to be exempt from the equivalent full qualification module when registering for:

- The IIE Higher Certificate in Business Principles and Practice (exempt from Business Communications)\*
- The IIE BCom (exempt from Applied Communications Techniques, provided that students achieve 60% or higher for BUCOf020)\*
- The Higher Certificate in Legal Studies (exempt from Business Communications) \*

**\*Important note: Entrance requirements apply. Please speak to a consultant for more details. Content changes may occur**

All SLPs available through The Business School at Varsity College have been specifically designed for working adults. These SLPs differ from The IIE full qualifications available through Varsity College and which are registered on the National Qualifications Framework. Before registration students must ensure that the programme selected best suits their individual learning and workplace objectives.

**The Independent Institute of Education (The IIE) – accredited by The British Accreditation Council (BAC)**



The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an International Higher Education Institution confirming our confidence in the international comparability of our standards.

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“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an International Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan, Director, The Independent Institute of Education.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards..

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