**CSK 2103 MANAGEMENT COMMUNICATION**  
This course teaches the fundamental skills for effective communication for management in organisations. It provides an understanding of the effects of technological change on communication, comprehensive interpersonal skills and a mastery of communication techniques that enable a manager to treat people in the organisation as individuals who need to be consulted, informed and who can express their views and have them respected. Topics will include ways of improving and structuring lines of communication, choice of media and the impact of communication on human interaction.

***Content :***

1. THE COMMUNICATING MANAGER

* What is Management Communication?
* Who are managers? Differentiating managers from operatives.

Definitions of: Management, Management sub divisions Organisation, Communication

2. THE MANAGEMENT PROCESS

* Management functions and roles
* Management skills
* Management styles
* Types of managers
* The need for managerial concern for ethics, vision, cultural diversity and the changing work place
* Principles of leadership

3. MANAGEMENT COMMUNICATION BARRIERS

* Major Management Communication Barriers:
  + Difference in Perception
  + Differences in Meaning
  + Organisational Structure

4. COMMUNICATION AND MANAGEMENT THEORY

* Classical Management Theory: Scientific Management; Bureaucratic Management, Administrative Management.
* Principles of Management

Communication implications of classical management

* Behavioural management: Human relations management; Systems theory: Communication implications

5. MOTIVATION

* Forms of Motivation
* Benefits of High Motivation
* Motivation Theories: Maslow’s Hierarchy of Needs Theory,

Herzberg’s Two Theory Factor, Mc Gregor’s Theory X and Y

6. Management Communication & Skills Development

* Persuasion
* Team building
* Productive meetings

7. Managing Innovation and change

* What is innovation?
* Triggers of Change
* Handling Change in Organisational Development

8. Managing Conflict

* Causes of conflict in Organisations
* Handling Conflict in Organisations

**Learning Outcomes:**

By the end of the course students should be able to:

1. Understand the role communication plays in management
2. Use effective communication principles in management
3. Manage communications within an organisation

Instruction Methods:

Lectures

Case Studies

Class Presentations

Activity Research work

Course Assessment:

Comprehensive Coursework Essay}

Group work Presentations}

Structured Test} =30%

Final Comprehensive Examination = 70%

***References*:**

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