

Management & Communication Skills

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Course & Class Information

Course: Management & Communication Skills

Program: Business Administration / Management

Credits: 6 ECTS

Mode: Onsite / Blended

Class 1: Foundations of Management Communication

Instructor: Dr. Leul Girma

Objective and Learning Outcomes

Objective:

To develop understanding of **management communication** and its role in achieving **organizational effectiveness**.

By the end of this class, students will be able to:

- Explain the role of **communication in management**
- Identify key **communication processes and types**
- Recognize common **communication barriers**
- Apply basic **communication skills** in professional contexts

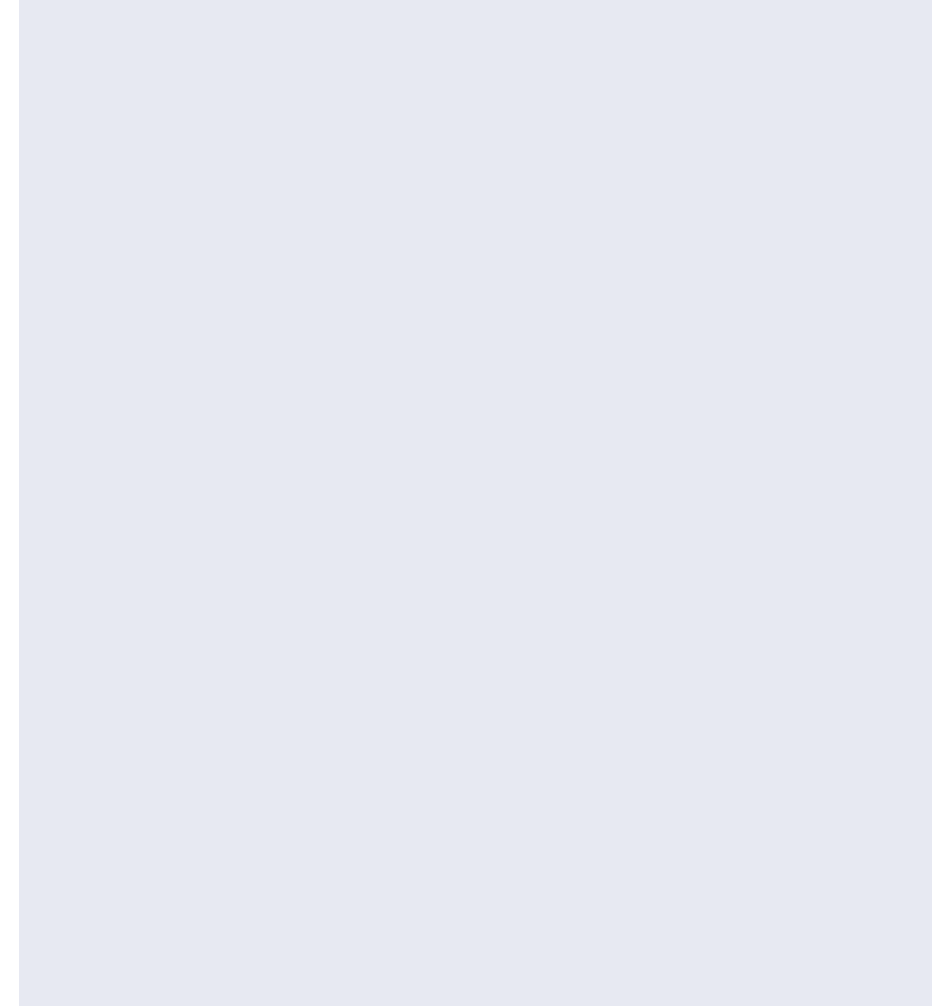
Main Teaching & Learning Materials

Core materials:

Lecture slides and notes

Case studies and real-world examples

Academic articles and selected readings



What is Communication?

Communication is the process of exchanging **information, ideas, and meaning** between individuals to achieve **shared understanding** (Adler, Rodman & du Pré, 2013).

It focuses on:

- Transfer of **information and meaning**
- Interaction between **sender and receiver**
- Achieving **mutual understanding**



What is Management Communication?

Management communication is the process of using **communication** to plan, organize, lead, and control organizational activities (Clampitt, 2016).

It focuses on:

- Supporting **managerial functions**
- Coordinating **people and tasks**
- Achieving **organizational goals**



Importance of Communication in Management

Effective **communication** is essential for achieving **organizational goals**, improving **coordination**, and ensuring **team performance** (Robbins & Judge, 2017).



It focuses on:

- Enhancing **coordination** and **teamwork**
- Supporting **decision-making** processes
- Improving overall **organizational performance**

Communication Process Overview

The **communication process** involves transmitting a **message** from a **sender** to a **receiver** to achieve shared understanding (Shannon & Weaver, 1949).

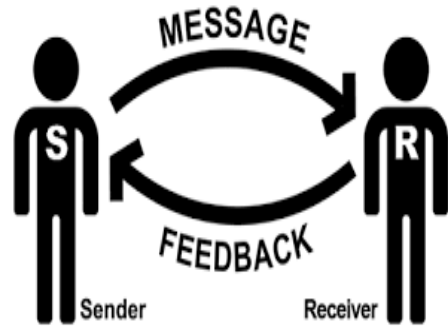
It focuses on:

- Role of **sender, message, and receiver**
- Importance of **encoding and decoding**
- Achieving accurate **message transmission**



Sender–Message–Receiver Model

The **sender–message–receiver model** explains how communication flows through a **sender**, is transmitted as a **message**, and interpreted by a **receiver** (Shannon & Weaver, 1949).



It focuses on:

- Role of the **sender** in creating the message
- Importance of **clear message transmission**
- Role of the **receiver** in interpreting meaning

Types of Communication

Communication types include different ways individuals exchange information within organizations, depending on context and purpose (Adler, Rodman & du Pré, 2013).

It focuses on:



- Verbal, non-verbal, and written communication**
- Differences between **formal and informal communication**
- Choosing the right **type for effective interaction**

Formal vs Informal Communication

Formal communication follows official **organizational structures**, while **informal communication** occurs through social and unofficial interactions (Robbins & Coulter, 2018).



It focuses on:

- Structure of **formal communication channels**
- Role of **informal networks**
- Impact on **information flow and relationships**

Verbal Communication

Verbal communication involves the use of **spoken words** to convey messages, ideas, and information in real time (Adler, Rodman & du Pré, 2013).

It focuses on:

- Clarity in **spoken messages**
- Use of **tone and language**
- Effectiveness in **face-to-face interaction**



Non-Verbal Communication

Non-verbal communication involves conveying meaning without words through **body language**, **facial expressions**, and **gestures** (Adler, Rodman & du Pré, 2013).



It focuses on:

- Use of **body language and gestures**
- Importance of **facial expressions**
- Impact on **message interpretation**

Written Communication

Written communication involves conveying messages through **texts, emails, and reports**, ensuring clarity and record-keeping (Clampitt, 2016).

It focuses on:

- Clarity and structure in **written messages**
- Importance of **accuracy and professionalism**
- Use in **formal communication**



Barriers to Communication

Communication barriers are factors that prevent the effective exchange of **information and meaning**, leading to misunderstandings (Robbins & Judge, 2017).



It focuses on:

- Types of **communication barriers**
- Impact on **message clarity**
- Causes of **misunderstanding**

Overcoming Communication Barriers

Effective communication requires identifying and reducing **barriers** to ensure clear **understanding** and accurate message delivery (Robbins & Judge, 2017).

It focuses on:

- Improving **clarity and simplicity**
- Using appropriate **communication channels**
- Encouraging **feedback and confirmation**



Communication and Team Coordination

Effective **communication** enables **team coordination** by aligning tasks, roles, and expectations among members (Robbins & Coulter, 2018).

It focuses on:



- Clarifying **roles and responsibilities**
- Ensuring smooth **task coordination**
- Supporting **team collaboration**

Communication Channels in Organizations

Communication channels are the means through which information is transmitted within organizations, such as meetings, emails, and digital platforms (Clampitt, 2016).

It focuses on:

- Selection of appropriate **communication channels**
- Differences between **face-to-face** and **digital communication**
- Impact on **message effectiveness**



Upward and Downward Communication

Upward communication flows from employees to management, while **downward communication** flows from management to employees (Robbins & Coulter, 2018).



It focuses on:

- Flow of **information within hierarchy**
- Role of **feedback from employees**
- Communication of **instructions and goals**

Key Takeaways

- Communication** is essential for effective **management**
- Supports **coordination**, **decision-making**, and **teamwork**
- Different **types and channels** influence effectiveness
- Barriers** must be identified and reduced
- Feedback** improves understanding and performance
- Strong **communication skills** enhance leadership effectiveness

Further reading

Adler, R. B., Rodman, G., & du Pré, A. (2013). *Understanding Human Communication*

Clampitt, P. G. (2016). *Communicating for Managerial Effectiveness*

Robbins, S. P., & Judge, T. A. (2017). *Organizational Behavior*

Robbins, S. P., & Coulter, M. (2018). *Management*

Shannon, C. E., & Weaver, W. (1949). *The Mathematical Theory of Communication*

Thank you



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