



Level 5 Diploma in Secretarial Studies (777) 145 Credits



Unit: Managerial Communication & Interpersonal Skills	Guided Learning Hours: 200
Exam Paper No.: 5	Number of Credits: 20
Prerequisites: Business terminology knowledge.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: This unit looks at the importance of managerial communication by taking note of the saying by Anthony Robbins “<i>The way we communicate with others and with ourselves ultimately determines the quality of our lives</i>”. With great communication skills comes the power to influence and encouragement. Most managers have both a specialised background and a set of managerial skills. To become a manager one must demonstrate competence in three areas: technical, human relations, and conceptual skills. Managers spend the majority of their time with people and getting work done through people. The unit outlines the core set of skills necessary to be successful; interpersonal skills: oral and written communication, constructive listening, honest and direct dialogue, and sensitive to what motivates others. It is the foundation of the management skills pyramid which shows the skills a manager must master to be successful and shows how these management skills build on each other toward success. The unit builds upon these skills to produce successful leaders with technical, human relations and conceptual thinking.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The unit requires a combination of lectures, demonstrations and class discussions.	
<p>Intended Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understand why communication is the lifeblood of an organization and types of business communication in an organization. 2. Understand how managerial communication helps managers communicate with each other as well as with the other employees of an organisation. 3. Information technology as an essential element of managerial communication, which is communication between managers and their employees 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> 1.1 Analyse the role of communication in organisations 1.2 Describe types of communication 1.3 Explain the purpose of business and administrative communication 1.4 Describe how communication structure relationships and activities in Business, Political, Religious or social. 1.5 Describe upward communication 1.6 Describe downward communication 1.7 Describe horizontal/literal communication 2.1 Explain factors managers should review before communicating 2.2 Describe communication channels 2.3 Outline audience analysis framework 2.4 Describe organizational communication 2.5 Illustrate the ways managers communicate amongst themselves and with their subordinates 2.6 Outline how managerial communication helps in the smooth flow of information among managers working towards common goals. 3.1 Describe today’s communication technologies 3.2 Define communication style 3.3 Analyse advantages of communication technology

	<p>3.4 Explain how IT can be used to establish internal networks, such as an intranet</p> <p>3.5 Describe how Information Technology affects Managerial Communication</p>
<p>4. Managerial writing strategies in identify problems, generation and evaluation of alternative solutions and writing the recommendations.</p>	<p>4.1 Explain advantages of written communication</p> <p>4.2 Describe good business and administrative writing style</p> <p>4.3 Outline steps to make writing easy to read</p> <p>4.4 Define readability formula</p> <p>4.5 Outline actions to overcome writer's block</p>
<p>5. Understand how to write annual review, business plan, and financial reports that are clear, effective and professional.</p>	<p>5.1 Identify functions of reports</p> <p>5.2 Distinguish formal vs informal report</p> <p>5.3 Explain why document design is important</p> <p>5.4 Describe the importance of visuals</p> <p>5.5 Describe ways of analysing data</p>
<p>6. Understand how listening skills are important in management and in developing leadership skills.</p>	<p>6.1 Outline active listening techniques</p> <p>6.2 Analyse intensity levels of listening</p> <p>6.3 Outline the effect of listen competency in the workplace</p> <p>6.4 Describe how developing well-hoped listing skills is extremely important in team building and team management</p> <p>6.5 Describe how today's business climate's multitude of media and information sources increase management's ability to improve listening skills.</p> <p>6.6 Explain the theoretical framework model of consistent pattern of communication interactions informative, positive and negative messages</p> <p>6.7 Describe functions of non-verbal communication</p> <p>6.8 Define intercultural managerial communication</p> <p>6.9 Outline negative messages</p>
<p>7. The importance of relationships in negotiations, the challenge of transforming competition into cooperation.</p>	<p>7.1 Describe negotiation strategies</p> <p>7.2 Identify persuasive strategies</p> <p>7.3 Analyse the types of negotiations</p> <p>7.4 Explain how to evaluate negotiation approaches and develop new frameworks</p> <p>7.5 Identify what information is needed to Negotiate effectively</p> <p>7.6 Describe how to deal with emotional and irrational situations</p>
<p>8. Understand how interviewing requires the right demeanour, the right words and the right body language, to give the potential employee a good image of the company and to ensure that the person who gets the job is the best.</p>	<p>8.1 Analyse CV components</p> <p>8.2 Identify good and bad interviewing techniques</p> <p>8.3 Design a job application letter</p> <p>8.4 Develop an interview strategy</p> <p>8.5 Demonstrate how to conduct an</p>

	interview
	8.6 Outline how to give an effective employment interview
	8.7 Develop a personal CV
9. Planning and preparing a presentation checklists to help gather the information needed, decide on the presentation's objectives, audience, content and structure.	9.1 Analyse types of meetings 9.2 Analyse effective meeting guidelines 9.3 Outline purpose of oral presentations 9.4 Use PowerPoint software to prepare a presentation
10. Understand how Managerial interpersonal skills provide the information needed to effectively communicate to employees, co-workers, and upper management.	10.1 Outline the importance and need for managerial interpersonal skills 10.2 Analyse factors influencing ethics 10.3 Outline strategies for addressing cross-cultural issues 10.4 Outline team building skills 10.5 Describe decision making process
Methods of Evaluation: A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Managerial Communication & Interpersonal Skills with a weighting of 100%.	

**Recommended Learning Resources:
Managerial Communication & Interpersonal Skills**

Text Books	<ul style="list-style-type: none"> • Managerial Communication: Strategies and Applications by Geraldine E. Hynes. ISBN-10: 0071289348 • Guide to Managerial Communication by Mary M. Munter. ISBN-10: 0132719878 • Interpersonal Skills at Work by John Hayes. ISBN-10: 0415227763 • Interpersonal Skills in Organizations by Suzanne De Janasz, Karen O. Dowd, Beth Schneider. ISBN-10: 0071263373
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	Microsoft Office