

<b>COURSE CODE:</b>	AAD 504
<b>COURSE TITLE:</b>	Management Communication and Leadership
<b>NUMBER OF UNITS:</b>	2 Units
<b>COURSE DURATION:</b>	Two hours per week

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### COURSE DETAILS:

<b>Course Coordinator:</b>	<b>Dr. Bolarinwa Kolade Kamilu, B.Sc., M.Sc., PhD</b>
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<b>Office Location:</b>	First floor Room 4 opposite AERD General Office

### COURSE CONTENT:

Concept of Managerial Communication, Managerial communication Process; Roles of Communication in Agricultural Administration, Importance of Effective communication in Agricultural administration ; Requirements for effective communication in an organization, or Guides for effective communication in an organization. Barriers to effective communication, Concept of feedback, Managerial leadership activities, Difference between leadership and leader, Purpose and need for leadership; Differences between a leader and a manager, Leadership Theories; Leadership styles, qualities of leadership, and characteristics of effective leadership.

### COURSE REQUIREMENTS:

Students are expected to participate in all the course activities and have a minimum of 70% attendance to qualify for writing the final examination. Students will be required to submit a report of web research and write term paper on any of the topics treated in this course. This will account for part of the continuous assessment. Students will be expected to treat all study questions and submit assignments fortnightly for grading. All class assignments should be word processed.

### READING LIST:

1. Gbadamosi G, and Adebakin M.A . *Organisation behaviour: A Basic Introduction*. Mukugamu Management Company . 1997.
2. Ogunbameru B.O. *Practical Agricultural Administration*, Kuntel Publishing House. 2001
3. Williams S.K.T, Fenley J.M and Williams C .E. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.1984
4. Hakeem B, H. Osisioma B.C, Dayo O.K. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria.2003
5. Adebayo K .. *Communication in Agriculture* .Green Links International Abeokuta Nigeria. 1997

6. Burton E., Swanson R. P and Andrew J.S . Improving agricultural extension. A reference manual.

*FAO Corporate Documentary Repository. 1998.*

7. Hakeem B, H. Osisioma B.C, Dayo O.K. *A Guide to Peace Education and*

*Peace Promotion Strategies in Africa.* Perfect printers limited Ikeja Nigeria. 2003

## LECTURE NOTES

**Week1:** Concept of Managerial Communication and, managerial communication process.

**Objective:** Students will be able to discuss what managerial Communication is and explain managerial communication Process

**Description:**

A general overview of the course will be introduced to students. The need for the study of managerial communication and managerial communication Process will be examined. Also, definitions and the the scope of managerial communication and managerial communication process will be discussed.

**Study Questions:**

1. What is communication?
- 2 Identify and discuss the significant of managerial communication and managerial communication Process

**Reading List:**

**Week 2:** Roles of Communication in Agricultural Administration.

**Objective:** Students will be able to identify the roles of Communication in an agricultural organisation.

**Description:**

Roles of Communication in Agricultural Administration will be explained and how they benefit individual and the organisation.

**Study Questions:**

1. What are roles of communication in agricultural administration ?
2. Why is communication necessary in an organisation?

**Assignment:** Write short notes on the following

Communication process and Managerial communication ability in an organisation

**Week 3:** Importance of Effective communication in Agricultural administration

**Objective:** Students will have the knowledge of importance of effective communication in an agricultural organisation.

**Description:**

Importance of effective communication in agricultural administration will be discussed. The benefits and limitation of effective communication in Agricultural administration will also be explained. Step to be taken in making communication effective in an organisation will be discussed.

**Study Questions:**

1. List importance of effective communication in agricultural administration
2. When and why will you recommend any of the effective communication to an organisation?.

**Week 4:** Requirements for effective communication in an organization,

**Objective:** Students will have a clear understanding of requirements for effective communication in an organization, and its implication on agricultural organisation activities

**Description:**

Requirements for effective communication in an organization will be discussed while its implication on the organisation will be generated from the student using student/lecturer participatory approach.

**Study Questions:**

1. Mention requirements for effective communication in an organisation
2. What are the impact of these requirements for effective communication on the organisational structure and performance?

**Assignment:**

1. Investigate impact of effective communication requirements on agricultural organisation activities. A term paper will be submitted.

**Week 5:Guides for effective communication in an organization.**

The guides for effective communication in an organization will be elucidated. Illustrations will be made using agricultural organisations.

**Study Questions:**

- 1.Enumerate major agricultural organisations in Nigeria
2. Do they have patterns of communication?
3. How would they make their communication effective?

**Week 6:Barriers to effective communication and concept of feed back.**

**Objective:** Students will be able to understand different barriers to effective communication and learn how to provide solutions to the barriers. Importance of feedback in the communication process will be known to the student.

**Description:**

**1st Hour:** :Barriers to effective communication in an organisation will be explained and its effect on the organisation activities. Solution to these barriers will be discussed.

**2nd Hour:** Discussion on concept of feedback in an organisation.

**Study Questions:**

1. Mention barriers to effective communication in an agricultural organisation
2. Why is concept of feedback important for effective communication?

**Week 7: Managerial leadership activities**

**Objective:** - Students will be able to understand the meaning of managerial leadership and their activities within an organisation .

**Description:**

Different definition of managerial leadership from the literature will be discussed. New definition that is applicable to administration will be developed using student /lecturer participatory approach. Activities that leader must promote to ensure success of his organisation will be discussed

**Study Questions:**

1. Define managerial leadership?
2. Mention activities that a leader must embark on in an organisation

**Assignment:**

Visit an organisation and discuss activities of the head of a unit in the organisation. 3pages

**Weeks 8 & 9:** Difference between boss and leader, purpose and need for leadership.

**Objective:** Students will be able to distinguish between boss and leader. Determine the purpose and need for leadership in an agricultural organisation

**Description:**

Two weeks will be devoted to these topics so that students will be able to have indepth knowledge of the most important aspect of the organisation.. Students will be given the opportunity to share their experiences from the organisation where they have worked or they are working .

**Study Questions:**

- 1.Mention the characteristics of a boss and leader
2. Discuss the need for leadership in an organisation.

**Assignment :**

Write a case study of not more than 2 pages on the need for leadership in an organisation.

**Weeks 10 &11:** Differences between a leader and a manager, Leadership Theories; Leadership styles

**Objective:** Students will be able to differentiate between a leader and a manager. Understand leadership theories, and leadership style.

**Description:**

Lecturer will describe and lead the student in the discussion of the topics

Students will be formed into a group, each group will conduct a mini research on leadership styles of 2 agricultural organisation that will be presented in the class

**Study Questions:**

- 1.What is theory and is it relevant to administration?
2. Which of the leadership styles would you adopt in running an organisation?
- 3 Is there any difference between leaders' and managers' activities in an organisation?

**Week 12: Class Test.**

**Objective:** Students will be tested on what has been taught in the course for the past 11 weeks .

**Week 13:** Qualities of leadership, and characteristics of effective leadership.

**Objective:** Students will be able to understand qualities of a leader and be able to describe characteristic of an effective leader in an organisation

**Description:**

**1st Hour:** The lecturer will discuss qualities of a leader, and its implication on organisational performance.

**2nd Hour:** Characteristics of effective leadership will be discussed. Relevance of these characteristics to organisational activities will be discussed.

**Study Questions:**

1. What are the characteristics of effective leadership in an agricultural organisation?
2. Will leadership qualities determine organisational performance? Yes or No. Discuss?

**Week 14: Reviewed test and assignments.**

**Objective:** Answers to test and assignment will be discussed in order to expose the student to the correct answers

**Description:**

The test and assignments will be discussed with specific examples.

**Study Questions:**

- 1.Test and assignment questions..

**Week 15: Revision Exercise.**

**Objective:** Topics taught during the semester will be reviewed..

**Description:** All topics dealt with in this course will be reviewed.. Students will discuss what they have learnt from the course. Students will be allowed to ask questions on specific topics that are not clear to them.

**Key for the Reading List:**

- 1 Available in the University Library
- 2 Available in Bookshops
- 3 Available on the internet.
- 4 Personal collections
- 5 Departmental Library