

COURSE CODE: AAD 504

COURSE TITLE: Management Communication and leadership

NUMBER OF CREDITS: 2 Credits/Compulsory

COURSE DURATION: Two hours per week for 15 weeks (30 hours)

Course developed by: Dr Bolarinwa Kolade Kamilu.

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Consultation Hours: 2.00-4.00p.m. Monday to Thursday.

2. COURSE DETAILS:

2.1: Management Communication and leadership

The course covers specific concept of management communication and leadership in an organisation.

2.2 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.

2.3 Course Justification:

As future Agricultural Administrators and leaders, students should understand the concepts of communication management and leadership within an organisation.

2.4 Course Objectives:

The general objective of the course is to enable students acquire communication and leadership knowledge and skill that are foundation for carrying out administrative tasks in different organisations and building a functioning agricultural organisational structure.

At the end of the course students will be able to:

- Understand what managerial Communication, managerial communication Process
- identify communication roles in administration
- explain requirements for effective communication in an organization and guides for effective communication in an organization.;
- discuss concept of feedback ;

- explain managerial leadership activities,
- differentiate between leadership and leader,
- explain leadership theories, leadership styles
- understand qualities of leadership, and characteristics of effective leadership.

2.5 Course Requirements:

Students are expected to participate in all the course activities and have a minimum of 75% 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.

2.6 Methods of Grading:

NO ITEM SCORE

1. Class Assignment 5
2. Class Participation 5
3. Class Test 15
4. Internet Contribution 5
5. Comprehensive Final Examination 70

Total 100

2.7 Course Delivery Strategies:

The course objectives will be achieved by the traditional face to face weekly lecture on designed topics, theoretical materials (lecture notes) provided during lectures, seminars, and group exercises. The course delivery strategies will be supported through tutorials and study review at the end of the semester. Students will be encouraged and required to read around the topics and visit agricultural organisation. Groups will be created to enhance web discussion of the course and students will be required to have an e-mail account.

3.0 LECTURE CONTENT

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:

1. Gbadamosi G, and Adebakin M.A 1997. *Organisation behaviour: A Basic Introduction*. Mukugamu Management Company

2. Ogunbameru B.O. 2001: *Practical Agricultural Administration*, Kuntel Publishing House

3. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

4.Hakeem B, H. Osioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria

5.Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria.

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 communication necessary in an organisation?

Assignment: Write short notes on the following
Communication process and Managerial communication ability in an organisation

Reading List

1. Gbadamosi G, and Adebakin M.A 1997. *Organisation behaviour: A Basic Introduction*. Mukugamu Management Company

2. Ogunbameru B.O. 2001: *Practical Agricultural Administration*, Kuntel Publishing House

3. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

4.Hakeem B, H. Osioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria

5.Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria.

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?.

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

2 Ogunbameru B.O. 2001: *Practical Agricultural Administration*, Kuntel Publishing House..

Burton E., Swanson R. P and Andrew J.S 1998. *Improving agricultural extension*. A reference manual. *FAO Corporate Documentary Repository*

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 to be submitted

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

2. Burton E., Swanson R. P and Andrew J.S 1998. *Improving agricultural extension*. A reference manual. *FAO Corporate Documentary Repository*

3.Hakeem B, H. Osisioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria

4.Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria

Week 5:Guides for effective communication in an organization.

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

Study Questions:

1. Mention agricultural organisation in Nigeria?
2. Do they have patterns of communication?
3. How would they make their communication effective?

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.
2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*
3. Hakeem B, H. Osisioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria
4. Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria

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 feed back in communication 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 concept of feedback important for effective communication?

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.
2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*
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Week 7: Managerial leadership activities

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

Description:

Different definition of managerial leader from the literature will be discussed. New definition that is applicable to administration will be developed using student /lecturer participatory approach. Activities that leader most 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

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.
2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*
3. Hakeem B, H. Osisioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria
4. Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria

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

Objective: Student 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 student 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 with organisation they have worked with or they are working with.

Study Questions:

1. Mention characteristic of a boss and leader
2. Discuss 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.

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*

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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 in leader and manager activities in an organisation?

Reading Lists:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.

2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*

3.Hakeem B, H. Osisioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria

4.Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria

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 described characteristic of an effective leader in an organisation

Description:

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

2nd Hour: Characteristics of effective leadership will be discussed. Relevant of these characteristic to organisation activities will be discussed.

Study Questions:

1. What are the characteristics of effective leadership in an agricultural organisation?
2. Will quality of a leader determine organisation performance? Yes No. Discuss ?

Reading List:

1. Williams S.K.T, Fenley J.M and Williams C .E.1984. *A manual for Agricultural Extension Workers in Nigeria*. Les Shyraden, Ibadan, Nigeria.
2. Burton E., Swanson R. P and Andrew J.S 1998. Improving agricultural extension. A reference manual. *FAO Corporate Documentary Repository*
- 3.Hakeem B, H. Osisioma B.C, Dayo O.K.2003. *A Guide to Peace Education and Peace Promotion Strategies in Africa*. Perfect printers limited Ikeja Nigeria
- 4.Adebayo K .1979. *Communication in Agriculture* .Green Links International Abeokuta Nigeria

Week 14: Reviwed test and assignments.

Objective: Answer 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