

UFS FORM 5: SHORT LEARNING PROGRAMME

SECTION A: CATALOGUE

CODE:	HEQC/H06/EMS/SPLCPS (Credit-bearing SLP)
TITLE:	Leadership Communication in the Public Sector (Public Sector)
QUALIFICATION TITLE:	B. Admin.
NQF LEVEL:	6
CREDITS:	8 (Credit-bearing SLP)
NOTIONAL LEARNING HOURS:	80
FORMAL CONTACT TIME:	40 Hours

LEARNING ASSUMED TO BE IN PLACE:

- A formal qualification on NQF level 5 *plus* relevant experience.
- Evidence of relevant prior learning may also be considered.
- The general regulations of the University of the Free State will also be applicable.

LEARNING OUTCOMES:

Learners will be able to:

- Understand the change from task leadership communication to people leadership communication
- Understand the leadership communication value orientations in relations to intercultural communication
- Understand the distinctive nature of communication and the interdependence of effective leadership communication.
- Integrate organisational culture, shared meaning and purpose through leadership communication.
- Apply contemporary leadership communication practices to support the flow of communication within an organisation.
- Recognise the major leadership communication barriers in public institutions and handling it.
- Understand the application of leadership communication techniques to develop understanding and support among the internal and external stakeholder groups.
- Produce effective verbal and non-verbal leadership communication messages.

BRIEF DESCRIPTION OF CONTENT:

1. Communicate Task leadership to people leadership
 - Qualities of employees in a people orientated organisation
 - Cultivating a people-orientated communication approach
 - Employee communication
 - Communication leader
 - Need for leadership communication
 - Model of communication value orientation
 - Major leadership communication Barriers
2. Basic principles of communication
 - The nature and scope of the communication process
 - Various communication categories / situations

- Verbal and non-verbal communication
 - Forms of verbal and non-verbal communication in the workplace
 - The significance of listening skills as a condition for successful communication
 - The importance of managing communication in the leadership world.
3. Integrated corporate culture, shared meaning and purpose
- Basic principles of integrated communication
 - Cultural Cues, sources of cultural meaning and Precepts for building a shared cultural vision
 - Positions within the organisational structure
 - The hierarchical structure of an organisation
 - Communicating with superiors, peers and subordinates
 - Types of communication in an organisation
4. Local government and Leadership communication
- The environment in which leadership communication takes place
 - Leadership communication media
 - Compilation of effective leadership documents (letters, memo's, reports, etc.)
 - Managing communication processes in the leadership environment (interviews, meetings, etc.)
 - Interpersonal relationships and social interaction
5. Leadership communication techniques
- Telephone communication
 - Oral communication
 - Mass communication
 - Marketing communication
 - Deal effectively with clients
 - Effective communication in small groups

CRITICAL OUTCOMES SUPPORTED BY SHORT LEARNING PROGRAMME:

- Formulate appropriate Leadership communication solutions to counter basic communication challenges in Local government.
- Implement basic leadership leadership communication interventions.

METHODS OF ASSESSMENT:

A portfolio of evidence, consisting of individual and group assignments, activities, group discussions, individual feedback, case studies, role-play and simulation.

ASSESSMENT CRITERIA:

ORGANISING FIELD: 3

(1 = Agriculture and Nature Conservation)
 (2 = Culture and Arts)
(3 = Business, Commerce and Management Studies)
 (4 = Communication Studies and Language)
 (5 = Education, Training and Development)
 (6 = Manufacturing, Engineering and Technology)

(7 = Human and Social Studies)
 (8 = Law, Military Science and Security)
 (9 = Health Sciences and Social Services)
 (10 = Physical, Mathematical, Computer and Life Sciences)
 (11 = Services)
 (12 = Physical Planning and Construction)

APPROVAL DATE: October 2006

REVIEW DATE: 2008

DEPARTMENTAL OR PROGRAMME "HOME": Public Management

The component in the Programme: Public Sector Management dealing with short learning programmes is self reliant and sustains its existence by means of the profits generated through the presentation of short learning programmes.

DEVELOPER/COORDINATOR:

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