COURSE TITLE: Leadership and Communication

COURSE NUMBER: MGT 7591

I. COURSE OBJECTIVES:

Each student will:

1. Understand the theoretical foundation and the importance of the process of communication in a rapidly changing society.

2. Understand the capacity of information to affect far-reaching and rapid social changes.

3. Evaluate the procedures by which communication affects the substance of information.

4. Understand one's own communication style and the styles commonly used by others in the work place.

5. Understand how the mission and philosophy of the organization impact on the communication process.

6. Consider the necessity, as well as alternate strategies for, changes in the ways in which organized communication takes place.

7. Understand how to adapt communication styles at the interpersonal and individual/group levels to increase organizational effectiveness.

8. Examine the broad cultural differences which impact communication, i.e. gender, ethnicity, socioeconomic level, geographic areas, etc..

9. Demonstrate leadership potential and ability as an interaction between specific context and our personal character.

10. Demonstrate the ability to assimilate and communicate knowledge, ideas and innovations concerning significant aspects of organizational communications through written and oral presentations.