

Getting the message through: communication and leadership

A Level 7.2 Business communication · 7.3 Leadership

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Running case: Teratai Hotels, Penang · 60 minutes

How this topic is examined

Paper 3 · Decision-making · 60 marks · 1 h 45

Analyse two barriers to communication [8]

Analyse one advantage and one disadvantage of [leader]'s leadership [8]

Evaluate the most effective way to improve communication [12]

Evaluate the importance of emotional intelligence [12]

Paper 4 · Business strategy · 40 marks · 1 h 15

Advise on the importance of transformational leadership [20]

Evaluate how far communication caused problems [20]

Use the timeline and data

Judge leadership against outcomes

Typical questions on this topic

Analyse two ways management could improve communication between sites. [8]

Analyse one advantage and one disadvantage of [leader]'s leadership. [8]

Evaluate the most effective way to improve communication between managers and employees. [12]

Evaluate the importance of emotional intelligence to [leader]'s leadership. [12]

Advise on the importance of transformational leadership to ensure survival. [20]

By the end of this lecture you can...

- 1 Explain when communication is essential and compare methods.
- 2 Distinguish one-way/two-way and vertical/horizontal channels.
- 3 Explain barriers and how to overcome them, including informal communication.
- 4 Explain the purpose, roles and qualities of leadership.
- 5 Compare trait, behavioural, contingency, power and transformational theories.
- 6 Apply Goleman's four competencies of emotional intelligence.

END OF PREVIEW

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