FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

MANAGEMENT COMMUNICATION
(MCO721S)
Feedback on Assignment 2: Management Communication

Conduct an empirical research on an organisation of your choice, in which you identify a problem within that organisation and prepare a project in which you speak about that organisation. Your project should include the following:

a) The purpose of the organisation (why does that organisation exist?)
b) Its vision and mission
c) Its current stakeholders
d) The problem statement (the problem that you would want to investigate)
e) A presentation of the challenges faced by the organisation, and how they deal with them
h) What recommendations can you make?
(7-10 pages).

The assignment mandated you to CONDUCT AN EMPIRICAL RESEARCH. Here is what an empirical research entails:

What is Empirical Research?

“Empirical research applies observation and experience as the main modes of gathering data. Data collected is referred to as empirical evidence (which is then subjected to qualitative and quantitative analysis in order to answer empirical questions)”.

Characteristics of Empirical Studies:

*Empirical studies are based on actual and objective observation or experimentation.*

*Empirical research usually has 5 main sections and include a list of references:*

- Introduction/company brief- vision, mission etc.
- Objectives
- Methodology
- Presentation of the results
- Discussion and/or conclusion
- Recommendations

Source: (https://apus.libguides.com/research_methods_guide/empiricalresearch)
That is exactly what you were supposed to do, going out to an organisation and do a research through data collection, then analyse your findings. Unfortunately, most of you did not follow this procedure, which then invalidated your discussions. Most of you tended to write what they know about the organisations, obviously maybe because you work for the organisation, or you once worked for it. But that prior knowledge on its own does not qualify that to be a research.

Again, most of you claimed to have done the research, but without evidence: no methodology, no presentation and analysis of findings, which also then invalidated the submissions.

For the methodology part, you were supposed to describe it in detail: the step by step procedure, starting from pointing whether your chosen methodology was qualitative or quantitative, then explain why choosing that particular methodology, describing the company in brief and indicating the number of the people you chose to collect data from and why choosing that or those particular people. Having done, you needed to explain, what you used to collect the data, e.g. interviews, questionnaire, focus groups etc and again supporting your options (and provide evidence of the questions that you asked). Then you also indicate how you analysed that data which you collected.

On the presentation and analysis of findings, it should be evident that you indeed collected information and analysed. If you collected qualitative information, you should report that the respondents to the interviews/ focus groups said this and that, if you collected quantitative data, you should also indicated in numerical values, e.g. 30% of the respondent noted that indeed, internal communication is important. Then you go on to discuss and make conclusions.

On recommendations, you were supposed to make recommendations BASED ON YOUR FINDINGS. So, if you did not do any data collection and analysis, it was not possible to make meaningful recommendations, because where would they be coming from if you didn’t do an empirical research to provide empirical evidence. So that was the challenge with most of you, you did not adhere to the notion of doing the empirical research, hence, there was no other way of presenting your arguments. Most of you found it very difficult to present your arguments because you relied on general knowledge about the organisation, which was not enough to write this assignment.

Some of you did not adhere to the 7-10 page requirement. Of course, sometimes it is not about the number of pages, but the quality of work that you present. However, if you write 3-4 pages but without including in detail, all the aspects of the question, it becomes problematic. Some of you still cannot present their work in the acceptable academic structure: table of contents,
introduction, body (with subheadings), conclusion and references. You lose marks unnecessarily for this.

**For the examinations**

The examinations are around the corner, please spare enough time to do a rigorous task of reading and preparing for the exams. Most of the exam questions are context-based, meaning that you will be given a scenario, then you apply the knowledge learnt from the course, so it is matter of application of knowledge, thus, cramming does not work in this instance, but you need to understand the topic in detail. Here is what to focus on, for the exams. However, like I indicated, reading the topics coming in the exams alone is not enough, you need to be familiar with all the topics because you should be able to apply knowledge, these topics speak to each, so if you specialise on one topic and neglect the other, you will be as well short-changing yourself.

- Organisational vision and mission
- Organisational identification
- Organisational ethics
- Research.

**It was good working with you all.**

**All the best,**

Regards

Dr. Mapudzi.