FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 1

MANAGEMENT COMMUNICATION
(MCO721S)
TUTORIAL FEEDBACK: MANAGEMENT COMMUNICATION

Assignment 1

Context

The Department of Transport chartered a project to upgrade a number of roads around the City of Windhoek. The closing of some of these roads will obviously severely impact on traffic movement, particularly congestion. The contract includes provisions for minimising the impact on the traffic and communities near the construction areas. This provision allows businesses or interested parties to review the project schedule and make suggestions that would lessen the impact of the construction. You, as part of the project leadership, invested significant time and resources in developing alignment among the various stakeholders on the project approach and schedule.

Task:

Identify ALL the stakeholders in this project and explain how they are likely to impact, or be impacted by the project. In your discussion, interrogate the concept of stakeholder management and how do you begin the process of building strong relationships with the stakeholders that you have identified. (5-7 pages).

[Total marks: 30]

Dear students

Thank you for submitting your first assignment and I believe you got the results by now. The question required you to pay attention to three aspects: 1. identifying as many stakeholders as you could, and importantly, describe how they might impact or be impacted by the project. 2. Explain what is meant by stakeholder management and 3, explain how you would go about building strong relationships with stakeholders. Now, here are some common issues which
trended: most of you just identified the stakeholder, but did not go further in explaining how they *might affect or be affected by the project*. You would not get good marks for just listing the stakeholders, because the critical part was to explain how they might be impacted by the project. For instance, you could say the community members would have to bear with noise pollution during the course of the project, or on the positive side, the project might create employment for them. Among the common stakeholders you could identify include the City of Windhoek, the Ministry of Transport, motorists, community members, etc.

The next thing you were supposed to do is to show your understanding of the concept of stakeholder management and why it is important for every organisation, which would then lead you to the last part of the question, suggestions on how to build stronger relationships with stakeholders. The point here was to indicate the importance of stakeholders for the survival of any organisation. So, most of you failed to address the question in full, which resulted in you scoring lower marks.

I hope you find this helpful and I am looking forward to your second assignment. Please read your question again and again and ask yourself, “am I answering the question?” Also ensure that you address all the demands of the question.

For those who came for the vacation school, thanks once again, we had very insightful discussions (*in my view of course*).

All the best.

Dr. Mapudzi