



<u>FACULTY</u>	: Humanities
<u>DEPARTMENT</u>	: Strategic Communication
<u>CAMPUS</u>	: APB
<u>MODULE</u>	: SCO7X01 Communication Leadership and Change
<u>SEMESTER</u>	: First
<u>EXAM</u>	: June 2021

<u>DUE DATE</u>	: 7 JUNE 2021 10H59	<u>SESSION</u>	: ONLINE
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<u>ASSESSOR(S)</u>	: MRS M JOUBERT
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<u>MODERATOR</u>	: PROF L HOLTZHAUSEN
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<u>DURATION</u>	: ONLINE	<u>MARKS</u>	: 50
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<u>WEIGHTING</u>	: 40%
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NUMBER OF PAGES: 6 (SIX) PAGES

INSTRUCTIONS:

1. This is a group assessment. All students must be in a group with FOUR (4) to SIX (6) group members. No assessments will be accepted from groups with less than FOUR (4) or more than SIX (6) group members.
2. One group member from each group must submit a FIVE (5) to SEVEN (7) minute video and script on uLink.
3. Include the initials, surnames and student numbers of all group members in the file name of the video and and at the top of the script.
4. Students are required to sign-up for groups on uLink. If this step is not completed then a student cannot obtain marks for this assessment.
5. On the script you are required to write full sentences and include references where relevant.
6. Do not repeat the assessment information in the video or script.
7. All submissions, except if you made a prior arrangement with your lecturer, will be done via BlackBoard.
8. Your video can be in PowerPoint or MP4 format and your script must be in Word document format. Other video formats can also be accepted provided that they play in uLink.
9. The video must have a video and audio component. The audio must be a voice-over discussing the relevant content.
10. Please note that this is a formal assessment, thus copying and pasting of class notes, textbook, lecturer's slides or prescribed readings will result in poor performance (as it is plagiarism). We are examining your understanding of the content learned, not the regurgitation or repeating of class notes, textbook, lecturer's slides or prescribed readings.
11. You may not email lecturers or tutors about the assessment questions to get assistance, nor may you collaborate with students in other groups on your assessment.
12. Be aware that similarity reports (SafeAssign) will be used to check the originality of your script and your script against those of other groups. This means that you cannot copy and paste your answers from the Internet or from other students. Make sure you familiarise yourself with the university's plagiarism policies.
13. Ensure that you have adequate data and a reliable Internet connection so that you

make sure that you can successfully submit your assessment on Blackboard. Apologies such as 'my Internet dropped the connection' will not be accepted.

14. When completing assessments online, make sure that everything is completed and uploaded before closing your computer. Apologies such as 'my document did not upload properly' will not be valid. It is your responsibility to make double sure that the assessment is completed and everything is completely uploaded for your assessment to be marked.
 15. Make sure you meet the deadline and build in enough extra time to complete the assessment on time. Build in extra hours in case something goes wrong, such as loadshedding. Therefore, do not try to submit your assessment at the last minute.
 16. Always keep a back-up copy of all assessments submitted, even uncompleted answers that you are working on. Use sites like Google Drive or One Drive to back up your completed assessment in the cloud. This is to protect yourself from losing your work due to your computer getting stolen, breaking down or getting hacked. Losing documents for one or other reason is not a legitimate excuse for not completing assessments on time.
 17. By using the Blackboard platform, any work submitted is subject to UJ's policy on Plagiarism and UJ's Online (Academic) rules and regulations, confirming that the work being submitted conforms and complies with these policies as well as any other policy that might be applicable. In the event that it is found that you have contravened these policies, you will be subject to disciplinary action in terms of UJ's policies in this regard.
 18. Students will not receive one mark for each fact provided. Students will receive marks based on the holistic answer and the insight shown in their answers.
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ASSESSMENT INFORMATION

Prepare a **FIVE (5) to SEVEN (7) minute** video in which you refer to a recent organisational change that occurred in a South African organisation and devise a change strategy by focussing on the following:

Part 1:

(+- 30 Seconds)

Provide a brief overview of the organisational change. The organisational change should relate to organisational structure OR culture OR power (choose ONE (1) of the THREE (3) options).

Part 2:

(+- 2 to 3 Minutes)

- Provide detailed recommendations concerning how the company should implement ONE (1) change approach that would be most suitable to guide the organisation through the change they are facing. As part of your recommendation you should explain **HOW** the organisation should implement the approach you are recommending. Your recommendations should relate to ONE (1) of the following change approaches that were discussed in this module:
 - Hard systems model for change
 - Soft systems model for change
 - Bottom-up approach

Note: When discussing the change approach of your choice you should be mindful of the role that leadership communication will play when implementing the change approach.

Part 3:

(+- 2 to 3 Minutes)

- Provide detailed recommendations concerning **HOW** senior managers should lead the organisation through the organisational change. Your

recommendations should relate to ONE (1) of the following topics that were discussed in this module:

- Leading through change
- A model of change leadership
- How to be a successful change leader including the three steps for successfully implementing change in an organisation
- Refer to the driving forces against change and resistance to change and highlight some of the challenges that senior managers will likely encounter throughout the process of leading change and make recommendations where you explain **HOW** they should overcome some of the challenges.

EVALUATION

Your video will be evaluated based on the following criteria:

Criteria	Mark allocation
Professionalism and video quality	10
Discussion during the video (Part 2)	15
Discussion during the video (Part 3)	15
Voice and language – Articulate and projects with confidence	10

TOTAL: 50 MARKS

The following penalties will apply:

- Unclear sound = minus 20%
- Video length exceeding SEVEN (7) minutes = minus 20%
- Video length exceeding SEVEN AND A HALF (7.5) minutes = 0%
- Video does not open or play = 0%.
- No script submitted = 0%

- If the assessment is submitted after 11:00 am on 7 June 2021, students will lose 10% for every day that they are late and after 11:00 am on Thursday 10 June 2021 students will obtain 0% for the assessment.

TOTAL: 50 MARKS

WEIGHTING: 40%