**Communication Instructions**

The goal of perfect communication is unattainable. Yet, there is evidence that demonstrates a positive relationship between effective communication, which includes factors such as perceived trust, perceived accuracy, desire for interaction, top-management receptiveness, upward information requirements, and competitive advantage. Choosing the correct channel, being an effective listener, and utilizing feedback may make for more effective communication, but the human factor generates distortions that can never be fully eliminated. Managers must communicate effectively in order to perform successfully. In turn, effective communication will increase quality, innovation, efficiency, and customer responsiveness. In this assignment, a case will be analyzed for a strategic management solution in communication to resolve a complex situation.

**Remember:** This assignment and all assignments in this course have a management, not leadership focus. There is a distinct difference between management and leadership. Discuss management, not leadership. The Contemporary Management text only provides basic topical information. As a research-intensive doctoral course, you will need to research current scholarly literature. There is no assignment in this course that can be completed by relying on the text alone.

**Assignment Requirements**

**Case: A Problem in Communication**

“Mark Chen supervises support staff for an online company that sells furniture over the Internet. Chen has always thought that he should expand his staff. When he was about to approach his boss with such a request, the economy slowed, and other areas of the company experienced layoffs. Thus, Chen’s plans for trying to add to his staff are on indefinite hold. Chen has noticed a troubling pattern of communication with his staff. Ordinarily, when he wants one of his staff members to work on a task, he emails the pertinent information to that person. For the last few months his email requests have gone unheeded, and his subordinates comply with his requests only after he visits with them in person and gives them a specific deadline.”

“Each time, they apologize for the delay but say that they are so overloaded with requests that they sometimes stop answering their phones. Unless someone asks for something more than once, they feel a request is not particularly urgent and can be put on hold. Chen thinks this situation is dysfunctional and could lead to serious problems in the near future. He realizes, however, that his subordinates have no way of prioritizing tasks and that is why some very important projects were put on hold until he inquired about them. Knowing that he cannot add to his staff in the short term, Chen has come to you for advice. He wants to develop a system whereby his staff will provide some kind of response to requests within 24 hours, will be able to prioritize tasks, identifying their importance, and will not feel so overloaded that they ignore their boss’s requests and don’t answer their phones.”

Retrieved from Jones, G. R., & George, J. M. (2014). *Essentials of contemporary management*. McGraw-Hill Education. P.456

**Case Instructions:**

As an expert in management and communication, recommend to Chen a strategic management solution by creating an effective communication system using the management process of planning, organizing, directing and controlling. Support your recommendation with scholarly literature and integrate the Bible throughout, stating relevant biblical principles. DO NOT RESTATE THE CASE. (At least 1000 words)

**Required Headings**

Cover page with Topic Title

Abstract

Table of Contents

Introduction

Case Solutions: A Problem in Communication (At least 1000 words)

Plan

Organize

Direct

Control

Conclusions

References (list all 7 Christian and secular scholarly sources)

**Other Requirements**

Materials submitted to fulfill requirements in one course may not be submitted in another course. Concerns about the propriety of obtaining outside assistance and acknowledging sources should be addressed to the instructor of the course before the work commences and as necessary as the work proceeds.

* This paper must include at least 7 Christian and secular scholarly articles published within the last 5 years. You may use findings and theories that were previously assigned, mentioned or discussed in this course, but you will find that additional research and resources will be needed. Do not use any books. Do not use the 2 course textbooks.
* In-text citations are required to support your thesis statement, paragraph topic sentences points, statements, issues, arguments, concerns, statements of fact and opinion.
* The cover page needs to include the following statement: By submitting this assignment, I attest this submission represents my own work, and not that of another student, scholar, or internet source. I understand I am responsible for knowing and correctly utilizing referencing and bibliographical guidelines.
* The required cover page, abstract, table of content, introduction, conclusion, and reference sections do not count toward the required 1000 word minimum word count, but these sections are required as part of your paper.
* The abstract should be written within a range of 150-250 words. It should not introduce your paper or duplicate your introduction section, but articulates a clear and comprehensive overview of the paper’s content with a focus on your findings and include your biblical application.
* The introduction should not be longer than ½ page. It presents a detailed description of the problems and issues central to the case. A thesis statement with supporting citation should be at the end of your introduction section.
* Your conclusion section should not be longer than ½ page. It clearly states the answer to the problem which you stated in your introduction.
* Sources of information from Wikipedia, dictionaries, and encyclopedia will not be accepted.
* Paragraph lengths: Each paragraph should have a topic sentence unless it continues from, or provides support to the prior paragraph. A paragraph is defined in this course as being at least 4 sentences in length.
* Similarity scores must not exceed 20%.
* Avoid clichés, slang, jargon, exaggerations, abbreviations, figurative language, and language that is too informal and/or too subjective.
* Submit your final document for grading with file name syntax: **Last name,First Initial,Assignment #.** For example: Bell,K,Assignment8

**Grading Metrics**

Consult the accompanying rubric for how your instructor will grade this assignment. Also, any form of plagiarism, including cutting and pasting, will result in zero points for the entire assignment. All quoted materials must be properly cited in current APA format.

Submit the Research Paper to the appropriate link for grading by 11:59 p.m. (ET) on **Friday** of Module/Week 8.