

## COMMUNICATION SKILLS

**ISCED UNIT CODE:** 0031 441 02A

**TVETCDACC UNIT CODE:** ENV/CU/ENT/BC/02/5/MA

**UNIT DURATION:** 40 HOURS

### Relationship to Occupational Standards

This unit addresses the unit of competency: **Demonstrate communication skills.**

### Unit Description

This unit covers the competencies required to demonstrate communication skills. It involves applying communication channels, written, non-verbal, oral, and group communication skills.

### Summary of Learning Outcomes

By the end of this unit, the learner should be able to:

| S/No         | Learning Outcomes                     | Duration (Hours) |
|--------------|---------------------------------------|------------------|
| 1.           | Apply communication channels          | 10               |
| 2.           | Apply written communication skills    | 12               |
| 3.           | Apply non-verbal communication skills | 4                |
| 4.           | Apply oral communication skills       | 4                |
| 5.           | Apply group communication skills      | 10               |
| <b>Total</b> |                                       | <b>40</b>        |

### Learning Outcomes, Content and Suggested Assessment Methods

| Learning Outcomes | Content | Suggested Assessment Methods |
|-------------------|---------|------------------------------|
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| <p>1. Apply communication channels</p>       | <p><b>Theory</b></p> <p>1.1 Communication Channels</p> <p>1.1.1 Introduction to communication.</p> <p>1.1.2 Importance of communication.</p> <p>1.1.3 Elements of communication.</p> <p>1.1.4 Principles of effective communication.</p> <p>1.1.5 Channels of communication.</p> <p>1.1.6 Factors to consider when selecting the channels of communication.</p> <p>1.1.7 Flows /patterns of communication.</p> <p>1.1.8 Sources of information.</p> <p>1.1.9 Organizational policies.</p> <p>1.2 Challenges of effective communication</p> <p>Barriers to effective communication.</p> <p>1.1.20 Ways to overcome barriers to effective communication.</p> <p>2.2 Evaluation of Communication channels at workplace.</p> <p>1.2.1 Ways of evaluating communication channels.</p> <p><b>Practise</b></p> <p>2.3 Draw communication process, discuss and present its elements of communication.</p> | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Individual/group assignments</li> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> <li>• Third party report</li> </ul> |
| <p>2. Apply written communication skills</p> | <p><b>Theory</b></p> <p>2.1 Written communication.</p> <p>2.1.1 Definition of written communication.</p> <p>2.1.2 Importance of written communication.</p> <p>2.1.3 Challenges of written communication.</p> <p>2.2 Written communication needs.</p>  | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Individual/group assignments</li> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> </ul>                               |

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|  | <p>2.2.1 Types of written communication.</p> <p>2.2.1.1 Letters</p> <p>2.2.1.2 Memorandums</p> <p>2.2.1.3 Notices</p> <p>2.2.1.4 Minutes</p> <p>2.2.1.5 Curriculum vitae</p> <p>2.2.1.6 Reports</p> <p>2.2.1.7 Speech</p> <p>2.2.1.8 Agenda</p> <p>2.2.1.9 Advertisements</p> <p>2.2.1.10 Emails</p> <p>2.2.1.11 Short messages</p> <p>2.2.2 Barriers of written communication needs.</p> <p>2.3 Analysis, evaluation, and revising of written communication.</p> <p>2.3.1 Organisation requirements for written communication.</p> <p><b>Practise</b></p> <p>2.4 Draft functional writings based on the checklist.</p> <p>2.4.1 Letters</p> <p>2.4.2 memorandums</p> <p>2.4.3 Notices</p> <p>2.4.4 Minutes</p> <p>2.4.5 Reports</p> <p>2.4.6 speech</p> <p>2.4.7 Agenda</p> <p>2.4.8 Advertisement</p> <p>2.4.9 Curriculum</p> <p>2.4.10 Emails</p> <p>2.4.11 Short messages</p> | <ul style="list-style-type: none"> <li>• Third party report</li> </ul> |
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| <p>3. Apply non-verbal communication skills</p> | <p><b>Theory</b></p> <p>3.1 Non-verbal communication.</p> <p>3.1.1 Definition of non-verbal communication.</p> <p>3.2 Non-verbal communication techniques.</p> <p>3.2.1 Body language</p> <p>3.2.1.1 Body movement (Nodding &amp; Shaking of head)</p> <p>3.2.1.2 Eye contact</p> <p>3.2.1.3 Posture</p> <p>3.2.1.4 Facial expression</p> <p>3.2.1.5 Touch/smell</p> <p>3.2.1.6 Physiological changes</p> <p>3.2.1.7 Change of time (chronemics)</p> <p>3.2.1.8 Paralanguage (vocalus)</p> <p>3.2.1.9 Gestures.</p> <p>3.2.2 Importance of non-verbal communication.</p> <p>3.2.3 Challenges of non-verbal communication.</p> <p><b>Practice</b></p> <p>3.3 In pairs demonstrate types of body language.</p> | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Interviews/ Oral questions</li> <li>• Individual/group assignments</li> </ul>  |
| <p>4. Apply oral communication skills</p>       | <p><b>Theory</b></p> <p>4.1 Oral communication.</p> <p>4.1.1 Definition of terms.</p> <p>4.1.1.1 Oral communication.</p> <p>4.1.1.2 Communication pathways.</p> <p>4.1.1.3 Policy.</p> <p>4.1.1.4 Organization policy.</p> <p>4.1.1.5 Questioning techniques.</p> <p>4.1.1.6 Etiquette.</p> <p>4.1.1.7 Active listening.</p>   | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Individual/group assignments</li> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> <li>• Third party report</li> </ul> |

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|  | <p>4.2 Types of oral communication in an organization.</p> <p>4.2.1 Face to face.</p> <p>4.2.2 Telephone.</p> <p>4.2.3 Record in video.</p> <p>4.2.4 Public speaking.</p> <p>4.2.5 Monologue.</p> <p>4.2.6 Dialogue.</p> <p>4.2.7 Lecturing.</p> <p>4.2.8 Preaching.</p> <p>4.3 Communication pathways</p> <p>4.3.1 Types of Communication Pathways</p> <p>4.3.1.1 Formal.</p> <p>4.3.1.2 Informal.</p> <p>4.3.2 Advantages and disadvantages of formal and informal communication pathways.</p> <p>4.4 Ways of reviewing communication Pathways of oral communication.</p> <p>4.5 Maintenance of oral communication pathways.</p> <p>4.6 Workplace etiquette.</p> <p>4.6.1 Types of etiquette applied at the work place.</p> <p>4.6.2 Importance of etiquette at the work place.</p> <p>4.7 Active listening.</p> <p>4.7.1 Importance of active listening.</p> <p>4.7.2 Techniques of active listening.</p> <p>4.7.2.1 Pay attention.</p> <p>4.7.2.2 Show that you are listening.</p> <p>4.7.2.3 Withholding judgement.</p> <p>4.7.2.4 Clarifying.</p> <p>4.7.2.5 Reflecting.</p> |  |
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|                                      | <p>4.7.2.6 Summarizing.</p> <p>4.7.2.7 Sharing.</p> <p>4.7.3 Stages of active listening.</p> <p>4.7.3.1 Receiving.</p> <p>4.7.3.2 Understanding.</p> <p>4.7.3.3 Evaluating.</p> <p>4.7.3.4 Remembering.</p> <p>4.7.3.5 Responding.</p> <p><b>Practice</b></p> <p>4.8 In groups practice how etiquette is applied at the workplace.</p> <p>4.9 In pairs initiate a conversation based on Question answer method.</p> <p>4.10 Prepare a presentation on public speaking and present.</p>   |  |
| 5. Apply group communication skills. | <p><b>Theory</b></p> <p>5.1 Group communication strategies.</p> <p>5.1.1 Definition of terms.</p> <p>5.1.1.1 Group communication.</p> <p>5.1.1.2 Communication strategies.</p> <p>5.1.1.3 Establishing rapport.</p> <p>5.2 Organization of groups.</p> <p>5.2.1 Ways to develop action plan.</p> <p>5.3 Effective questioning, listening and non-verbal communication techniques.</p> <p>5.3.1 Effective questioning techniques.</p> <p>5.3.1.1 Types of questions.</p> <p>5.3.1.1.1 Leading questions.</p> <p>5.3.1.1.2 Open ended questions.</p> <p>5.3.1.1.3 Closed questions.</p> <p>5.3.1.1.4 Probing questions.</p> <p>5.3.1.1.5 Clarifying questions.</p> | <ul style="list-style-type: none"> <li>• Written tests</li> <li>• Individual/group assignments</li> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> <li>• Third party report</li> </ul> |

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|  | <p>5.3.1.1.6 Factual questions.</p> <p>5.3.1.1.7 Descriptive questions.</p> <p>5.3.1.1.8 Opinion questions.</p> <p>5.3.1.1.9 Follow-up questions.</p> <p>5.3.1.1.10 Rhetoric questions.</p> <p>5.3.1.1.11 Reflective questions.</p> <p>5.3.1.1.12 Hypothetical questions.</p> <p>5.3.1.1.13 Clarifying questions.</p> <p>5.3.2 Benefits of effective questioning.</p> <p>5.3.3 Challenges of effective questioning.</p> <p>5.3.4 Turn-taking techniques.</p> <p>5.3.4.1 Importance of turn taking in a speech.</p> <p>5.3.4.2 Challenges of turn taking in a speech.</p> <p>5.4 Challenges of Group communication.</p> <p>5.4.1 Issues/challenges of group communication.</p> <p>5.4.2 Types of conflicts.</p> <p>5.4.2.1 Intrapersonal conflict</p> <p>5.4.2.2 Interpersonal conflict</p> <p>5.4.2.3 Intergroup conflict</p> <p>5.4.2.4 Intragroup conflict</p> <p>5.4.2.5 Individual and group conflict.</p> <p>5.4.2.6 Inter organizational conflict.</p> <p>5.4.3 Conflict resolution techniques.</p> <p>5.5 Team work.</p> <p>5.5.1 Definition of team work.</p> <p>5.5.2 Elements of teamwork.</p> <p>5.5.2.1 Teamwork skills.</p> <p>5.5.2.2 Benefits of team work.</p> |  |
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|  | <p>5.5.2.3 Challenges of teamwork.</p> <p><b>Practice</b></p> <p>5.6 In pairs practice turn –taking in a speech.</p> <p>5.7 Delegate roles and responsibilities in a group.</p> |  |
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### Suggested Methods of Instruction

- Role playing
- Group discussion
- Direct instruction

### Recommended Resources for 25 Trainees

| S/No.    | Category/Item                                   | Description/Specifications | Quantity | Recommended Ratio<br>(Item: Trainee) |
|----------|---|----------------------------|----------|--------------------------------------|
| <b>A</b> | <b>Learning Materials</b>                       |                            |          |                                      |
| 1)       | Textbooks                                       |                            | 5 pcs    | 1:5                                  |
| 2)       | Charts  |                            |          |                                      |
| 3)       | PowerPoint presentations                        | For trainer's use          |          |                                      |
| 4)       | Whiteboard                                      |                            | 1        |                                      |
| 5)       | Assorted color of whiteboard markers            |                            |          |                                      |
| 6)       | Printers  |                            | 2        |                                      |
| 7)       | External storage media                          |                            |          |                                      |
| 8)       | Projector                                       |                            | 1        |                                      |
| 9)       | Whiteboard                                      |                            | 1        |                                      |
| 10)      | Smart board/ Smart TV (where applicable)        |                            |          |                                      |
| <b>B</b> | <b>Learning Facilities &amp; infrastructure</b> |                            |          |                                      |
| 1.       | Lecture/theory room                             | Size??                     | 1        | 1:25                                 |
| 2.       | Projector                                       |                            | 1        |                                      |
| 3.       | Telephone                                       |                            |          |                                      |



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| 4.       | samples of CV  |                   | 5      |      |
| 5.       | Assorted Flash Cards   |                   | 25     |      |
| 6.       | Site   | Size?             | 1      | 1:25 |
| <b>C</b> | <b>Consumable materials</b>  |                   |        |      |
| 1.       | Printing Papers  |                   |        |      |
| 2.       | Assorted color of whiteboard marker  |                   |        |      |
| <b>D</b> | <b>Tools and Equipment</b>   |                   |        |      |
| 1)       | Desktop computers/laptops with the following software:<br>i. Windows /Linux/Macintosh Operating System<br>ii. Microsoft Office Software<br>iii. Google Workspace Account<br>iv. Antivirus Software |                   | 15 pcs |      |
| 2)       | Internet connection  | For trainer's use |        |      |
| 3)       | Rolls flip charts  |                   |        |      |
| 4)       | Assorted Flash Cards   |                   |        |      |
| 5)       | Telephone  |                   |        |      |