

COMMUNICATION SKILLS

ISCED UNIT CODE: 0031 541 08A

TVETCDACC UNIT CODE: HO/CU/HP/BC/02/5/MA

Unit duration: 40 hours

Relationship to Occupational Standards

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

Unit Description

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

Summary of Learning Outcomes

SNO	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
	TOTAL	40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcomes	Content	Suggested Assessment Methods
1. Apply communication channels	1.1 Communication Channels 1.2.5 Introduction to communication. 1.2.6 Importance of communication. 1.2.7 Elements of communication.	<ul style="list-style-type: none">• Written tests• Individual/group assignments

	<p>1.2.8 Principles of effective communication.</p> <p>1.2.9 Channels of communication.</p> <p>1.2.10 Factors to consider when selecting the channels of communication.</p> <p>1.2.11 Flows /patterns of communication.</p> <p>1.2.12 Sources of information.</p> <p>1.2.13 Organisational policies.</p> <p>1.3 Challenges of effective communication</p> <p>1.3.1 Barriers to effective communication.</p> <p>1.3.2 Ways to overcome barriers to effective communication.</p> <p>1.4 Evaluation of Communication channels at workplace.</p> <p>1.4.1 Ways of evaluating communication channels.</p> <p>Practise</p> <p>1.5 Draw communication process, discuss and present its elements of communication.</p>	<ul style="list-style-type: none"> • Interviews/ Oral questions • Reflection papers • Third party report
2. Apply written communication skills	<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> <p>2.2.1 Types of written communication.</p> <p>2.2.1.1 Letters</p> <p>2.2.1.2 Memorandums</p>	<ul style="list-style-type: none"> • Written tests • Individual/group assignments • Interviews/ Oral questions • Reflection papers • Third party report

	<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>Practise</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>	
3. Apply non-	3.1 Non-verbal	• Written tests

verbal communication skills	<p>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 & 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 (vocals)</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>Practise</p> <p>3.2 In pairs demonstrate types of body language.</p>	<ul style="list-style-type: none"> • Interviews/ Oral questions • Individual/group assignments
4. Apply oral communication skills	<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 Organisation policy.</p>	<ul style="list-style-type: none"> • Written tests • Individual/group assignments • Interviews/ Oral questions • Reflection papers

	<p>4.1.1.5 Questioning techniques.</p> <p>4.1.1.6 Etiquette.</p> <p>4.1.1.7 Active listening.</p> <p>4.2 Types of oral communication in an organisation.</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>	<ul style="list-style-type: none"> • Third party report
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	<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> <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>Practise</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>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</p>	<ul style="list-style-type: none"> • Written tests • Individual/group assignments • Interviews/ Oral questions • Reflection papers • Third party report

	<p>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> <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>	
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	<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 organisational 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> <p>5.5.2.3 Challenges of teamwork.</p> <p>Practise</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

General Resources	Tools and Equipment	Materials and Supplies

15 Desktop computers/laptops	Charts with presentation of data	Flashcards
Internet connection	Telephone	Flip charts
1 Projector 1 Printer	25 Measuring tapes	2 packets of assorted colors of whiteboard marker pens
1 Whiteboard	25 Panga	Printing papers
	1 whiteboard	
	rolls flip charts	

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