

COMMUNICATION SKILLS

UNIT CODE: ENG/CU/EI/BC/01/5

Relationship to Occupational Standards

This unit addresses the unit of competency: Demonstrate communication skills

Duration of Unit: 20 hours

Unit Description

This unit describes the competencies required to use specialized communication skills to meet specific needs of internal and external clients, conduct interviews, facilitate discussion with groups and contribute to the development of communication strategies.

Summary of Learning Outcomes

1. Utilize specialized communication skills processes
2. Contribute to the development of communication strategies
3. Conduct interviews
4. Facilitate group discussions
5. Represent the organization

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Utilize specialized communication skills processes	<ul style="list-style-type: none"><input type="checkbox"/> Communication process<input type="checkbox"/> Modes of communication<input type="checkbox"/> Medium of communication<input type="checkbox"/> Effective communication<input type="checkbox"/> Barriers to communication<input type="checkbox"/> Flow of communication<input type="checkbox"/> Sources of information<input type="checkbox"/> Organizational policies<input type="checkbox"/> Organization requirements for written and electronic communication methods<input type="checkbox"/> Report writing<input type="checkbox"/> Effective questioning techniques (clarifying and	<ul style="list-style-type: none"><input type="checkbox"/> Observation<input type="checkbox"/> Oral

	probing) <input type="checkbox"/> Workplace etiquette <input type="checkbox"/> Ethical work practices in handling communication <input type="checkbox"/> Active listening <input type="checkbox"/> Feedback <input type="checkbox"/> Interpretation <input type="checkbox"/> Flexibility in communication	
2. Contribute to the development of communication strategies	<input type="checkbox"/> Dynamics of groups <input type="checkbox"/> Styles of group leadership <input type="checkbox"/> Openness and flexibility in communication <input type="checkbox"/> Communication skills relevant to client groups	<input type="checkbox"/> Written <input type="checkbox"/> Observation
3. Conduct interviews	<input type="checkbox"/> Types of interview <input type="checkbox"/> Establishing rapport <input type="checkbox"/> Facilitating resolution of issues <input type="checkbox"/> Developing action plans	<input type="checkbox"/> Written <input type="checkbox"/> Observation
4. Facilitate group discussions	<input type="checkbox"/> Identification of communication needs <input type="checkbox"/> Dynamics of groups <input type="checkbox"/> Styles of group leadership <input type="checkbox"/> Presentation of information <input type="checkbox"/> Encouraging group members participation <input type="checkbox"/> Evaluating group communication strategies	<input type="checkbox"/> Written <input type="checkbox"/> Observation
5. Represent the organization	<input type="checkbox"/> Presentation techniques <input type="checkbox"/> Development of a presentation <input type="checkbox"/> Multi-media utilization in presentation <input type="checkbox"/> Communication skills relevant to client groups	<input type="checkbox"/> Observation <input type="checkbox"/> Written

Suggested Delivery Methods

- Interview
- Role playing
- Observation
- Viewing of related videos

Recommended Resources

- Desktop computers/laptops
- Internet connection
- Projectors
- Telephone

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