COMMUNICATION SKILLS

UNIT CODE: IT/CU/ICT/BC/1/5

Relationship to Occupational Standards
This unit addresses the unit of competency: Demonstrate communication skills

Duration of Unit: 25 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. Meet communication needs of clients and colleagues
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. Meet communication needs of clients and colleagues	• Communication process • Modes of communication • Medium of communication • Effective communication • Barriers to communication • Flow of communication • Sources of information • Organizational policies • Organization requirements for written and electronic communication methods • Report writing	• Observation • Oral

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

Suggested Delivery Methods
- Interview
- Role playing
- Observation
- Viewing of related videos

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