

COMMUNICATION SKILLS

UNIT CODE: BUS/CU/PM/BC/01/5/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Demonstrate Communication Skills

Duration of Unit: 25 hours

Unit Description

This unit covers the competencies required to demonstrate communication skills. It involves meeting communication needs of clients and colleagues, contributing to the development of communication strategies, conducting workplace interviews, facilitating group discussions and representing the organisation.

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 Methods of Assessment

Learning Outcome	Content	Methods of Assessment
1. Meet communication needs of clients and colleagues	<ul style="list-style-type: none">• 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• Effective questioning techniques (clarifying and	<ul style="list-style-type: none">• Interview• Third party reports• Written texts

	probing) <ul style="list-style-type: none"> • Workplace etiquette • Ethical work practices in handling communication • Active listening • Feedback • Interpretation • Flexibility in communication 	
2. Contribute to the development of communication strategies	<ul style="list-style-type: none"> • Dynamics of groups • Styles of group leadership • Openness and flexibility in communication • Communication skills relevant to client groups 	<ul style="list-style-type: none"> • Written • Observation
3. Conduct interviews	<ul style="list-style-type: none"> • Types of interview • Establishing rapport • Facilitating resolution of issues • Developing action plans 	<ul style="list-style-type: none"> • Written • Observation
4. Facilitate group discussions	<ul style="list-style-type: none"> • Identification of communication needs • Dynamics of groups • Styles of group leadership • Presentation of information • Encouraging group members participation • Evaluating group communication strategies 	<ul style="list-style-type: none"> • Written • Observation
5. Represent the organization	<ul style="list-style-type: none"> • Presentation techniques • Development of a presentation • Multi-media utilization in presentation • Communication skills relevant to client groups 	<ul style="list-style-type: none"> • Observation • Written

Suggested Methods of Instruction

- Role playing

- Viewing of related videos

Recommended Resources

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

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