

# COMMUNICATION SKILLS

**UNIT CODE: BUS/CU/SC/BC/01/5**

## **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 in meeting communication needs of clients and colleagues and developing, establishing, maintaining communication pathways and strategies. It also covers competencies for conducting interview, facilitating group discussion and representing the organization in various forums.

## **Summary of Learning Outcomes**

1. Utilize specialized communication skills processes
2. Develop communication strategies
3. Establish and maintain communication pathways
4. Promote use of communication strategies
5. Conduct interview
6. Facilitate group discussion
7. 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"><li>• Introduction to communication</li><li>• Communication process</li><li>• Modes of communication</li><li>• Medium of communication</li><li>• Effective communication</li><li>• Barriers to communication</li><li>• Flow of communication</li><li>• Sources of information</li><li>• Organizational policies</li><li>• Organization requirements for oral, written and electronic</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Oral</li></ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<p>communication methods</p> <ul style="list-style-type: none"> <li>• Report writing</li> <li>• Effective questioning techniques (clarifying and probing)</li> <li>• Workplace etiquette</li> <li>• Ethical work practices in handling communication</li> <li>• Active listening</li> <li>• Feedback</li> <li>• Interpretation</li> <li>• Flexibility in communication</li> <li>• Types of communication strategies</li> <li>• Elements of communication strategy</li> </ul>	

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
2. Develop communication strategies	<ul style="list-style-type: none"> <li>• Dynamics of groups</li> <li>• Styles of group leadership</li> <li>• Openness and flexibility in communication</li> <li>• Communication skills relevant to client groups</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Observation</li> </ul>
3. Establish and maintain communication pathways	<ul style="list-style-type: none"> <li>• Types of communication pathways</li> <li>• Maintenance and review communication pathways</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Observation</li> </ul>
4. Promote use of communication strategies	<ul style="list-style-type: none"> <li>• Application of elements of communication strategies</li> <li>• Effective communication techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Observation</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
5. Conduct interview	<ul style="list-style-type: none"> <li>• Types of interview</li> <li>• Establishing rapport</li> <li>• Facilitating resolution of issues</li> <li>• Developing action plans</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Observation</li> </ul>
6. Facilitate group discussion	<ul style="list-style-type: none"> <li>• Identification of communication needs</li> <li>• Dynamics of groups</li> <li>• Styles of group leadership</li> <li>• Presentation of information</li> <li>• Encouraging group member's participation</li> <li>• Evaluating group communication strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Written</li> <li>• Observation</li> </ul>
7. Represent the organization	<ul style="list-style-type: none"> <li>• Presentation techniques</li> <li>• Development of a presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<ul style="list-style-type: none"> <li>• Multi-media utilization in presentation</li> <li>• Communication skills relevant to client groups</li> </ul>	

### **Suggested Delivery Methods**

- Interview
- Role playing
- Observation

### **Recommended Resources**

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