COMMUNICATION SKILLS

UNIT CODE: AQ/CU/AM/BC/01/6/B

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Communication Skills

Duration of Unit: 40 hours

Unit Description
This unit covers the competencies required to demonstrate communication skills .It involves, meeting communication needs of clients and colleagues; developing communication strategies, establishing and maintaining communication pathways, conducting interviews, facilitating group discussion and representing the organization.

Summary of Learning Outcomes
1. Meet communication needs of clients and colleagues
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. 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	• Interview • Written texts

		Report writing	
		• Report writing • Effective questioning techniques (clarifying and probing) • Workplace etiquette • Ethical work practices in handling communication • Active listening • Feedback • Interpretation • Flexibility in communication • Types of communication strategies • Elements of communication strategy	
2.	Develop communication strategies	• Dynamics of groups • Styles of group leadership • Openness and flexibility in communication • Communication skills relevant to client groups	• Interview • Written texts
3.	Establish and maintain communication pathways	• Types of communication pathways	• Interview • Written texts
4.	Promote use of communication strategies	• Application of elements of communication strategies • Effective communication techniques	• Interview • Written texts
5.	Conduct interview	• Types of interview • Establishing rapport • Facilitating resolution of issues • Developing action plans	• Interview • Written texts
6.	Facilitate group discussion	• Identification of communication needs • Dynamics of groups	• Interview • Written texts

	• Styles of group leadership • Presentation of information • Encouraging group members participation • Evaluating group communication strategies		
7. Represent the organization	• Presentation techniques • Development of a presentation • Multi-media utilization in presentation • Communication skills relevant to client groups	• Interview • Written texts	

Suggested Methods of Instruction
- Discussion
- Role playing
- Simulation
- Direct instruction

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