

- Storage devices
- Internet access
- Computer software

ENTREPRENEURIAL SKILLS

UNIT CODE: ENG/CU/EIT/BC/03/6/A

Relationship to Occupational Standards

This unit addresses the unit of competency: Demonstrate communication skills

Duration of Unit: 100 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. 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	<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"/> Interview <input type="checkbox"/> Written

	<input type="checkbox"/> Organization requirements for written and electronic communication methods <input type="checkbox"/> Report writing <input type="checkbox"/> Effective questioning techniques (clarifying and 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 <input type="checkbox"/> Types of communication strategies <input type="checkbox"/> Elements of communication strategy	
2. Develop 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"/> Interview <input type="checkbox"/> Written
3. Establish and maintain communication pathways	<input type="checkbox"/> Types of communication pathways	<input type="checkbox"/> Interview <input type="checkbox"/> Written
4. Promote use of communication strategies	<input type="checkbox"/> Application of elements of communication strategies <input type="checkbox"/> Effective communication techniques	<input type="checkbox"/> Interview <input type="checkbox"/> Written
5. Conduct interview	<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"/> Interview <input type="checkbox"/> Written
6. Facilitate group discussion	<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	<input type="checkbox"/> Interview <input type="checkbox"/> Written

	strategies	
7. 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"/> Interview <input type="checkbox"/> Written

Suggested Methods of Instruction

- Discussion
- Role playing
- Simulation
- Direct instruction
- Practice by trainee

Recommended Resources

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

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