

3.1.0 COMMUNICATION SKILLS

3.1.1 Introduction

This module unit is intended to equip the trainee with knowledge, skills and attitudes to enable him/her, process information and communicate effectively at the work place.

3.1.2 General Objectives

By the end of the module unit, the trainee should be able to:

- a) explain the importance of communication in the work place
- b) develop necessary skills for effective communication
- c) appreciate the use of different modes and forms of communication
- d) describe the role of Information Communication Technology (ICT) in communication skills
- e) develop the necessary writing skills for various documents
- f) apply official etiquette, protocol and diplomacy at the work place
- g) cope with emerging issues and trends in communication

3.1.3 Module Unit Summary and Time Allocation

Code	Sub-Module Unit	Content	Time (Hours)
3.1.01	Introduction to Communication	<ul style="list-style-type: none">• Definition of terms and concepts used in communication• Purpose of communication• Essentials of effective communication• Role of Information and Communication Technology (ICT) in Communication	10
3.1.02	Communication Process	<ul style="list-style-type: none">• Channels of communication• Advantages and disadvantages of channels of communication• Stages of communication process• Barriers to effective communication• Strategies for overcoming barriers to effective communication• Basic concepts of transmission and receipt of communication• Ethical issues in communication	12

Code	Sub-Module Unit	Content	Time (Hours)
3.1.03	Classification of Communication	<ul style="list-style-type: none"> Types of communication Use of various types of communication 	10
3.1.04	Forms of Communication	<ul style="list-style-type: none"> Forms of communication Advantages and disadvantages of each form of communication 	6
3.1.05	Channels of Communication	<ul style="list-style-type: none"> Channels of communication Advantages and disadvantages of each channel of communication 	8
3.1.06	Official Etiquette, Protocol and Diplomacy	<ul style="list-style-type: none"> Meaning of etiquette, protocol and diplomacy Official etiquette Protocol and diplomacy 	8
3.1.07	Writing Skills	<ul style="list-style-type: none"> Use of punctuation marks in writing Courtesy in writing Paragraph development Essay writing Functional writing 	8
3.1.08	Summary	<ul style="list-style-type: none"> Importance of summary writing Steps in summary writing 	10
3.1.09	Report Writing Skills	<ul style="list-style-type: none"> Meaning of a report Role of reports in an organisation Forms and types of reports Formats of reports Steps taken in preparation of report writing Writing, editing and dissemination of reports Referencing styles used in reports Preparation of power point slides 	8
3.1.10	Conducting Meetings and Minute Writing	<ul style="list-style-type: none"> Definition of the terms meetings and minutes Role of meetings and minutes in organisations, Types of meetings Types of minutes Planning and conducting meetings Procedure for minute writing Challenges faced in conducting of 	6

Code	Sub-Module Unit	Content	Time (Hours)
		meetings and minute writing <ul style="list-style-type: none"> • Advantages and disadvantages of meetings 	
3.1.11	Interviews	<ul style="list-style-type: none"> • Meaning of interview • Purpose of interviews in an organisation • Types of interviews • Preparation for an interview • Interviewing skills 	6
3.1.12	Public Relations and Customer Care	<ul style="list-style-type: none"> • Definition of terms public, customer and public relations • Types of customers • Role of public relations and customer care in an organisation • Interpersonal/Human relations skills • Customer care and public relations skills • Challenges faced in public relations and customer care 	6
3.1.13	Emerging Issues in Communication	<ul style="list-style-type: none"> • Emerging trends and issues in communication • Challenges posed by emerging trends and issues in communication • Ways of coping with emerging trends and issues in communication 	2
Total			100

3.1.01	INTRODUCTION TO COMMUNICATION	Practice
	Theory	
3.1.01T	<p><i>Specific Objectives</i> By the end of the sub-module unit, the trainee should be able to:</p> <ol style="list-style-type: none"> define terms and concepts used in communication explain the purpose of communication identify the essential to effective communication explain the role of Information and Communication Technology (ICT) in communication. 	<p>3.1.01P <i>Specific Objectives</i> By the end of the sub-module unit, the trainee should be able to:</p> <ol style="list-style-type: none"> use terms and concepts used in communication effectively apply essentials of communication in a given situation
		<p>3.1.01P <i>Content</i> Effective use of terms and concepts in communication Application of essentials of communication</p>
		<p>3.1.01P2 <i>Suggested Teaching/Learning Resources</i> - Boards - Language laboratory - Machines and equipment - Lecturers and resource persons - Textbooks</p>
3.1.01C	<p>Competence The trainee should have the ability to use the terms and concepts in communication effectively in different situations.</p>	
	<p><i>Content</i> 3.1.01T1 Definition of terms used in communication 3.1.01T2 Purpose of communication 3.1.01T3 Essentials to effective communication 3.1.01T4 Role of ICT in communication</p>	<p><i>Suggested Teaching/Learning Activities</i> - Group work/presentations - Debating - Observations - Listening to lecturers/resource persons</p>

Suggested Evaluation Methods

- Continuous assessment tests
- Questions and answers

3.1.02C

Competence

The trainee should have the ability to:

- apply communication process in a given situation
- overcome barriers to effective communication
- use various channels of communication.

3.1.02

COMMUNICATION PROCESS

Theory

Specific Objectives

By the end of the sub-module unit the trainee should be able to:

- explain channels of communication in an organisation
- describe advantages and disadvantages of each channel of communication
- describe the stages in the communication process
- identify barriers to effective communication
- explain strategies of overcoming barriers to effective communication
- identify basic concepts of transmission and receipt of a message
- explain ethical issues in communication.

3.1.02T1

Content

Channels of communication

3.1.02T2

Advantages /disadvantages

3.1.02T3

Stages in communication process

3.1.02T4

Barriers to effective communication

- Age difference
- Social economic factors
- Language
- Competition for attention
- Noise
- Environment
- Attitude of sender/receiver and others

3.1.02T5

Strategies of overcoming barriers to effective communication

- 3.1.02T6 Basic concepts of transmission and receipt of a message
- Encoding of message by the sender
 - Transmission of message
 - Decoding a message by receiver
 - Decoding of feedback by the sender

- Suggested Teaching/Learning Resources*
- Language laboratory
 - Machines and equipment
 - Library
 - Textbooks

- 3.1.02T7 Ethical issues in communication

Suggested Teaching/Learning Activities

- Group work/presentations
- Debating
- Observations
- Listening to lecturers/resource persons
- Drama/role playing

- 3.1.02P *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:

- a) apply the communication process in a given situation
- b) encode and decode messages
- c) demonstrate ethical issues in communication.

Suggested Evaluation Methods

- Continuous assessment tests
- Questions and answers

3.1.03

CLASSIFICATION OF COMMUNICATION

- 3.1.02P1 *Content*
Application of the process of communication

Theory

- 3.1.02P2 Encoding and decoding messages

3.1.03T

- Specific Objectives*
By the end of the sub-module unit the trainee should be able to:

- 3.1.02P3 Demonstration of ethical issues in communication

- a) explain the various types of communication
- b) explain the use of various types of communication.