

BUSINESS COMMUNICATION

UNIT CODE: 0031 451 04A

TVET CDACC UNIT CODE: BUS/CU/HRM/CC/01/5/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply Business Communication

Duration of Unit: 80 Hours

Unit Description

This unit specifies the competencies required to undertake business communication. It involves administering communication channels, implementing types of communication, implementing service charter, safeguarding confidentiality of information, coordinating communication on social media platforms, preparing workplace meeting and reports.

Summary of Learning Outcomes

	ELEMENT	DURATION (HOURS)
1	Administer communication channels	12
2	Implement types of communication	15
3	Implement service charter	7
4	Safeguarding confidentiality of information	12
5	Coordinate communication on social media platforms	10
6	Prepare workplace meetings	14
7	Prepare workplace reports	10
	Total	80

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Administer Communication channels	1.1 Communication process 1.2 Principles of effective communication 1.3 Channels/medium/modes of communication	• Written assessment • Oral assessment • Third party reports

Learning Outcome	Content	Suggested Assessment Methods
	1.4 Factors to consider when selecting a channel of communication 1.5 Barriers to effective communication 1.6 Patterns of communication 1.7 Sources of information 1.8 Organizational policies 1.9 Record keeping	- Portfolio of evidence - Project - Practical
2. Implement types of communication	2.1 Written Communication 2.1.1 Types of written communication 2.1.2 Elements of communication 2.1.3 Organization requirements for written communication 2.2 Non- Verbal 2.2.1 Utilize body language and Gestures 2.2.2 Apply body posture 2.2.3 Apply workplace dressing code 2.3 Oral Communication 2.3.1 Intrapersonal 2.3.2 Interpersonal	- Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical
3. Implement service charter	3.1 Introduction to service charter 3.2 Importance of service charter 3.3 Correspondence response 3.4 Retrieval of records	- Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical

Learning Outcome	Content	Suggested Assessment Methods
4. Safeguarding confidentiality of information	4.1 Introduction to information confidentiality 4.2 Physical securing of records and correspondences • Lock and key • Reinforced storage • Fireproofing • Lockable cabinets • Restricted access 4.3 Monitoring of records and correspondences 4.4 Methods of securing information 4.5 Advantages and disadvantages of safeguarding confidentiality. 4.6 Tracing of records and correspondences	• Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical
5. Coordinate communication on social media platforms	5.1 Social media requirements 5.2 Social media policies and procedures 5.3 Social media platforms in an organization 5.4 Social media content sourcing 5.5 Interacting with customers on social media 5.6 Updating social media accounts 5.7 Adherence to legal and ethical practices in social media platforms 5.8 Social media monitoring tools	• Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical

Learning Outcome	Content	Suggested Assessment Methods
	5.8.1 Twitter counter 5.8.2 Hootsuite 5.8.3 Klout 5.8.4 Buzzlogix 5.8.5 Digimind 5.9 Social media engagement report	
6 Prepare work place meetings	6.8 Introduction to minute taking 6.9 Types of meetings 6.10 Structure of meetings 6.1.1 Notice 6.1.2 Agenda 6.1.3 Preparation of other relevant documents 6.1.4 Minute formats	• Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical
7 Prepare workplace report	7.1 Introduction to report writing 7.1.1 Definition 7.1.2 Principles e.g. conciseness, clarity etc. 7.2 Importance of reports 7.3 Forms and types of reports 7.3.1 Oral reports 7.3.2 Written reports 7.3.3 Recorded etc. 7.4 Reports formats 7.4.1 Letter format 7.4.2 Memo format 7.5 Reports preparation	• Written assessment • Oral assessment • Third party reports • Portfolio of evidence • Project • Practical

Suggested Delivery Methods

- Discussion
- Roleplaying
- Simulation
- Direct instruction
- Demonstration
- Field trips

Recommended Resources for 30 Trainees

S/No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A	Learning Materials			
1.	Charts	• Flip Charts	5	1:6
2.	Report writing templates		5	1:6
B	Learning Facilities & Infrastructure			
3.	Lecture/Theory Room	(9* 8 sq. metres)	1	1:30
4.	Internet Connection	WI-FI, Dial-Up, Cable, Fixed-wireless,	1	1:30
C	Consumable Materials			
5.	Markers	whiteboard markers and permanent markers	5	1:6
6.	Stationery	Printing Papers, Foolscaps	5 reams	1:6
7.	Files / folders		25	1:1
8.	Flash disks		5	1:6
D	Tools And Equipment			
9.	Computers/Laptops	Any model	30	1:1
10.	Projector	LED.LCD, Laser	1	1:30

11.	Whiteboard	Glass, melamine, porcelain	1	1:30
12.	Staplers		2	1:15
13.	Paper punch		2	1:15
14.	Metallic cabinet		1	1:30
15.	Scanner		2	1:15
16.	Printer		1	1:30
17.	Print toners		2	1:15
18.	Shredding machine		1	1:30

References

McGraw-Hill Education. (2012). *Effective business communication*. Mcgraw-Hill.