

APPLY BUSINESS COMMUNICATION

UNIT CODE: 0031 451 04A

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

UNIT DESCRIPTION

This unit specifies the competencies required to apply 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.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace function.	These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the Range</i>
1. Administer Communication channels	1.1 Communication processes are handled in line with the human resource manual on correspondence. 1.2 Principles of effective communication are applied as per the organizational policy 1.3 Channels of communication are administered as per the organizational policy 1.4 Factors to effective communication are selected in line with organizational policy 1.5 Barriers to effective communication are identified in line with the organizational policy. 1.6 Patterns of communication are identified as per workplace requirements. 1.7 Sources of Information are identified as per the workplace requirements. 1.8 Organization Policies are identified and applied in line with the workplace requirements.

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	1.9 Records are kept in line with the human resource manual on correspondence and the organization's objectives.
2. Implement types of communication	2.1 Types of written communication are identified and applied according to workplace requirements. 2.2 Existing non-verbal communication techniques are identified and applied based on organization policy. 2.3 Types of oral communication are identified and established as per organization policy.
3. Implement service charter	3.1 Familiarize with the organization service charter in line with the organization policy 3.2 Emphasize the Importance of service charter in line with organization policy 3.3 Response to correspondences is done in line with the service charter. 3.4 Record retrieval is done in line with service charter.
4. Safeguard confidentiality of information	4.1 Familiarize with the organization policy on confidentiality of information in line with work requirements. 4.2 <i>Physical securing</i> of records and correspondences is done in line with the organization policy 4.3 Monitor how records and correspondences in circulation are handled within the organization as per the organizational policy 4.4 Information is secured as per organization policy. 4.5 Sensitize employees on <i>safeguarding confidentiality</i> of information and records as per organization policy 4.6 Regular tracing of records and correspondences is done in line with the organization policy.

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5. Coordinate communication on social media platforms	Organization social media requirements are identified as per organization policy. 5.2 Initiate development and review of social media policies and procedures in line with organization objectives 5.3 Select the social media platforms that meet the needs of the organization. 5.4 Source for content, both internal and external, for use on social media platforms are handled as per organization objectives. 5.5 Respond to customers in timely manner directing them to relevant information as required according to social media policies and procedures. 5.6 Update of the social media account to maximize effectiveness as per organization objectives 5.7 Enforce adherence to legal and ethical practices as per organizational policy 5.8 Track social media activities using <i>social media monitoring tools as per</i> organization objectives 5.9 Report the social media engagements to management for implementation in line with organizational policy
6. Prepare workplace meetings	6.1 Minute taking is defined as per the workplace requirements 6.2 Types of meetings are highlighted as per the workplace requirements 6.3 <i>Structure of meetings</i> are identified as per the workplace requirements

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7. Prepare workplace report	7.1 Report writing is defined as per the workplace requirements. 7.2 Importance of reports in human resource function is emphasized as per the organization objectives. 7.3 Forms and types of reports are described as per the organization objectives 7.4 Reports formats are identified as per the organization objectives 7.5 Reports preparation is done as per the organization objectives

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range
1.Physical securing may include but not limited to:	• Lock and key • Reinforced storage • Fireproofing • Lockable cabinets • Restricted access
2.Social media monitoring tools may include but not limited to:	• Twitter counter • Hootsuite • Klout • Buzzlogix • Digimind
3.Structure of meetings may include but not limited to:	• Notice • Agenda • Preparation of other relevant documents • Minute formats

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

The individual needs to demonstrate the following skills:

- Communication
- Data analysis and presentation
- Listening
- Organizational
- Leadership
- Time management
- Conflict management and resolutions
- Budgeting
- Decision making
- Emotional intelligence
- Interpersonal Relations
- Crisis management
- Analytical skills
- Data analysis and presentation
- Public relations
- Negotiation
- Computer
- SOP
- Operations of the organization
- Emerging issues.
- Record management
- Reading

Required Knowledge

The individual needs to demonstrate knowledge and understanding of:

- Work place procedures
- Human resource procedures and manuals

- Record Management function
- Work Planning and documentation
- Dispute resolution process
- Legislations, policies and regulations
- Communication processes
- Negotiations
- Interpersonal relations
- ICT
- Emotional intelligence
- Social media use

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical aspects of Competency	Assessment requires evidences that the candidate: 1.1 Handled organizational policies as per workplace requirements 1.2 Sorted correspondence and took necessary action as per workplace requirements 1.3 Maintain human resource records. As per Human Resource manual 1.4 Align response time to service charter as per organization policy 1.5 Safeguarded confidentiality of information as per organization policy 1.6 Legal and Ethical Issues in social media platforms as per organization policy 1.7 Managed communication on social media platforms as per organization policy 1.8 Prepared work place meetings as per organization policy 1.9 Prepared work place reports as per organization policy
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Resource Implications for competence certification	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place 2.3 Materials relevant to the proposed activity or tasks
3. Method of assessment	Competency in this unit may be assessed through: 3.1 Practical 3.2 Projects 3.3 Poe evaluation 3.4 Third party reports 3.5 Written tests
4. Context for assessment	Assessment may be done in the workplace or in a simulated environment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.