

### 9.1.3. COMMUNICATION SKILLS (110 HOURS)

#### 9.1.3.01: INTRODUCTION

At the end of this course unit, the trainee should comprehend and effectively use communication as required in a modern business office.

#### 9.1.3.02: GENERAL OBJECTIVES

By the end of this course unit the trainee should be able to:

- a) learn and apply the principles of communication effectively
- b) use proper language in communication
- c) write and use various documents such as business correspondence, speeches, documents of meeting
- d) use oral, non verbal and visual communication effectively.

#### 9.1.3.03: COURSE SUMMARY AND TIME ALLOCATION (110 HOURS)

CODE	TOPIC	SUB-TOPIC	HOURS
9.1.3.1	MEANING AND ROLE OF COMMUNICATION	<ul style="list-style-type: none"><li>• definition of communication</li><li>• role of communication organization</li></ul>	3
9.1.3.2	THEORY OF COMMUNICATION	<ul style="list-style-type: none"><li>• conceiving the message</li><li>• encoding the message</li><li>• selecting the communication media</li><li>• decoding the message</li><li>• interpreting the message</li><li>• providing feedback</li></ul>	3
9.1.3.3	PRINCIPLES OF COMMUNICATION	<ul style="list-style-type: none"><li>• communicating patterns in firms</li><li>• role of the Public Relations Department</li><li>• communication difficulties in firms (barriers of communication).</li><li>• language in communication</li><li>• spoken</li></ul>	6
9.1.3.4	THE SYNTAX AND SEMANTICS	<ul style="list-style-type: none"><li>• clear wording</li><li>• arrangements of ideas</li><li>• paragraphing</li></ul>	8

<b>CODE</b>	<b>TOPIC</b>	<b>SUB-TOPIC</b>	<b>HOURS</b>
<b>9.1.3.5</b>	<b>SUMMARY</b>	<ul style="list-style-type: none"> <li>• summarising correspondence</li> <li>• summarising a whole passage of part</li> <li>• consideration in summary writing length</li> <li>• vocabulary</li> <li>• layout</li> <li>• continuity</li> <li>• interaction of students own ideas</li> <li>• summarising speeches</li> <li>• summarising telephone conversation</li> </ul>	14
<b>9.1.3.6</b>	<b>BUSINESS CORRESPONDENCE</b>	<ul style="list-style-type: none"> <li>• business letter (all types)</li> <li>• memorandum</li> <li>• circulars</li> <li>• telegram/telex/cables</li> <li>• press advertising</li> <li>• questionnaires</li> <li>• message forms</li> <li>• posters</li> <li>• notices</li> </ul>	18
<b>9.1.3.7</b>	<b>MEETINGS</b>	<ul style="list-style-type: none"> <li>• different types of meetings</li> <li>• purposes of meetings</li> <li>• terminologies used in meetings</li> <li>• documents used in meetings</li> <li>• advantages and disadvantages of meetings</li> </ul>	14
<b>9.1.3.8</b>	<b>REPORTS</b>	<ul style="list-style-type: none"> <li>• types of reports</li> <li>• purpose of reports</li> <li>• structure and contents</li> <li>• format and presentation</li> <li>• short informal reports</li> <li>• style and language</li> </ul>	12
<b>9.1.3.9</b>	<b>ORAL COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• face-to-face communication</li> <li>• speech writing and presentation</li> <li>• oral report</li> <li>• importance and non-verbal communication</li> <li>• non verbal communication importance</li> <li>• types of non-verbal communication</li> </ul>	16

CODE	TOPIC	SUB-TOPIC	HOURS
9.1.3.10	VISUAL COMMUNICATION	<ul style="list-style-type: none"> <li>• interpretation of various visual aids</li> <li>• organisation charts</li> <li>• tables</li> <li>• graphs</li> <li>• pie and cake charts</li> <li>• histograms</li> <li>• flow-charts etc</li> <li>• audio-visual aids</li> <li>• boards</li> <li>• tape recorders</li> <li>• overhead projectors</li> <li>• plastigraphs</li> <li>• filmstrips and slides</li> </ul>	16

### 9.1.3.1T MEANING OF COMMUNICATION

#### THEORY

#### 9.1.3.1.T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) define communication correctly
- b) explain the role of communication in organizations

#### CONTENT

9.1.3.1.T1 Definition of communication

9.1.3.1.T2 Role of communication in organization

### 9.1.3.2T THEORY AND PROCESS

#### THEORY

#### 9.1.3.2.T0 Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the process of communication

#### CONTENT

9.1.3.2.T1 Conceiving the message

9.1.3.2.T2 Encoding the message

9.1.3.2.T3 Selecting the communication medium

- 9.1.3.2.T4 Decoding the message
- 9.1.3.2.T5 Interpreting the message
- 9.1.3.2.T6 Providing feedback

### 9.1.3.3T **PRINCIPLES OF COMMUNICATION**

#### THEORY

#### 9.1.3.3.T0 **Specific Objectives**

By the end of this topic, the trainee should be able to:

- a) identify the various principles of communication

#### CONTENT

- 9.1.3.3.T1 Communication patterns in firms
  - vertical internal communication
  - lateral internal communication
  - diagonal internal communication
  - grapevine communication
- 9.1.3.3.T2 External communication (to outside firms)
  - Role of the Public Relations Department
- 9.1.3.3.T3 Communication difficulties in firms (barriers of Communication)
  - technical barriers
  - physical barriers
- 9.1.3.3.T4 Language in Communication
  - written
  - spoken

### 9.1.3.4T **THE SYNTAX AND SEMANTICS**

#### THEORY

#### 9.1.3.4.T0 **Specific Objectives**

By the end of this topic, the trainee should be able to:

- a) construct sentences and arrange words correctly.

#### CONTENT

- 9.1.3.4.T1 Clear Wording
- 9.1.3.4.T2 Arrangement of ideas
- 9.1.3.4.T3 Sentences construction

**9.1.3.4.T4** Paragraphing

### **9.1.3.5T SUMMARY**

#### THEORY

**9.1.3.5.T0 Specific Objective**

At the end of this topic, the trainee should be able to:

a) summarize information from given correspondence

#### CONTENT

**9.1.3.5.T1** Summarizing correspondence

**9.1.3.5.T2** Summarizing a whole or a part of a given passage

**9.1.3.5.T3** Consideration in summary writing

**9.1.3.5.T4** length

vocabulary

layout

continuity

interaction of a students own ideas

summarizing speeches

summarizing telephone conversation

### **9.1.3.6T BUSINESS CORRESPONDENCE**

#### THEORY

**9.1.3.6.T0 Specific Objective**

By the end of this topic, the trainee should be able to:

a) write the various types of business correspondence

#### CONTENT

**9.1.3.6.T1** Business letters (all types)

**9.1.3.6.T2** Memorandum

**9.1.3.6.T3** Telegram/Telex/Cables

**9.1.3.6.T4** Press Advertisement

**9.1.3.6.T5** Questionnaire

**9.1.3.6.T6** Messages

**9.1.3.6.T7** Posters

**9.1.3.6.T8** Notices

### **9.1.3.7T MEETINGS (Group Decision and Managerial Decisions)**

#### THEORY

#### **9.1.3.7.T0 Specific Objective**

By the end of this topic, the trainee should be able to:

- a) identify the different types of meetings, purpose, terminology and documents used in meeting.

**9.1.3.7.T1** Different types  
formal meetings  
committee meetings  
command meetings

**9.1.3.7.T2** Purpose of meetings

**9.1.3.7.T3** Terminologies used in meetings

**9.1.3.7.T4** Documents used in meetings

**9.1.3.7.T5** Advantages of meetings and disadvantages

### **9.1.3.8T REPORTS**

#### THEORY

#### **9.1.3.8.T0 Specific Objective**

At the end of this topic, the trainee should be able to:

- a) prepare business reports using the correct format

#### CONTENT

**9.1.3.8.T1** Types of Reports  
solicited  
unsolicited  
annual report  
routine

**9.1.3.8.T2** Purpose of reports

**9.1.3.8.T3** Structure and content

**9.1.3.8.T4** Format and presentation  
letter form  
memorandum form  
schematic form

**9.1.3.8.T5** Style and Language

## **9.1.3.9T ORAL COMMUNICATION AND NON-VERBAL COMMUNICATION**

### THEORY

#### **9.1.3.9.T0 Specific Objectives**

By the end of this topic, the trainee should be able to:

- a) communicate orally, prepare and present speeches effectively and non-verbal communication to strengthen the spoken work.

### CONTENT

#### **9.1.3.9.T1** Face-to-Face Communication

The characteristics of face to face exchange

- oral statements
- preparations
- delivery
- planning and conducting interviews

#### **9.1.3.9.T2** Barriers to effective face-to-face communication

lack of interaction

- antagonism - evident or underlying
- failure to understand
- too much information given

#### **9.1.3.9.T3** Talking to Groups

effective listening

the telephone

the quality of telephone services

speech writing and presentation

oral support

#### **9.1.3.9.T4** Non-verbal communication

importance of non-verbal communication

types of non-verbal communication

facial expression

eye-contact

tone of voice

gestures

postures

physical contact

paralinguistic

## **9.1.3.10T VISUAL COMMUNICATION**

### **THEORY**

#### **9.1.3.10.T0 Specific Objective**

By the end of this topic, the trainee should be able to:

- a) interpret information from various visual aids.

### **CONTENT**

- 9.1.3.10.T1** Organization charts
- 9.1.3.10.T2** Charts
- 9.1.3.10.T3** Table
- 9.1.3.10.T4** Line graphs
- 9.1.3.10.T5** Bar-charts
- 9.1.3.10.T6** Pictographs
- 9.1.3.10.T7** Pie and cake charts
- 9.1.3.10.T8** Histograms
- 9.1.3.10.T9** Flow-charts etc
- 9.1.3.10.T10** Boards
- 9.1.3.10.T11** Tape recorders
- 9.1.3.10.T12** Overhead projectors
- 9.1.3.10.T13** Plastigraphs
- 9.1.3.10.T14** Filmstrips and Slides

### **TEACHING/LEARNING RESOURCES**

- Relevant text books and free e-books
- Online content ([www.wikipedia.com](http://www.wikipedia.com)...)
- Whiteboard
- Application which can generate charts and graphs
- Resource persons

### **ASSESSMENT MODE**

- Written Tests
- Projects