



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR ACCOUNTANCY TECHNICIAN**

**KNQF LEVEL 6  
CYCLE 3**

**ISCED CODE: 0411 551A**



**TVET CDACC  
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## APPLY BUSINESS COMMUNICATION

UNIT CODE: 0031 551 06A

TVET CDACC UNIT CODE: BUS/OS/AC/CC/01/6/MA

### 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.

### 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 SOPs 1.3 Channels of communication are administered as per the SOPs 1.4 Factors to effective communication are selected in line with SOPs 1.5 Barriers to effective communication are identified in line with the SOPs 1.6 Familiarize with the human resource manual on correspondence. 1.7 Sources of Information are identified as per the SOPs

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	<p>1.8 Organization Policies are identified and applied in line with the SOPs</p> <p>1.9 Records are kept in line with the human resource manual on correspondence and the SOPs</p>
<p>2. Implement types of communication</p>	<p>2.1 Types of written communication are identified and applied according to workplace requirements.</p> <p>2.2 Existing non-verbal communication techniques are identified and applied based on organization policy.</p> <p>2.3 Types of oral communication are identified and established as per organization policy.</p>
<p>3. Implement service charter</p>	<p>3.1 Familiarize with the organization as per service charter.</p> <p>3.2 Emphasize the importance of service charter in line with the SOPs</p> <p>3.3 Response to correspondences is done in line with the service charter.</p> <p>3.4 Record retrieval is done in line with service charter.</p>
<p>4. Safeguard confidentiality of information</p>	<p>4.1 Familiarize with the organization policy on confidentiality of information.</p> <p>4.2 <b><i>Physical securing</i></b> of records and correspondences is carried out in line with the SOPs.</p> <p>4.3 Monitor how records and correspondences in circulation are handled within the organization as per organization policy</p> <p>4.4 Information is <b><i>secured</i></b> as per SOPs of the</p>

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5. Coordinate communication on social media platforms	<p>Organisation</p> <p>4.5 Sensitize employees on <b><i>safeguarding confidentiality</i></b> of information and records as per organization policy</p> <p>4.6 Regular tracing of records and correspondences in line with the SOPs.</p> <p>5.1 Organization human resource social media requirements are identified as per SOPs</p> <p>5.2 Initiate development and review of social media policies and procedures components on human resource in line with the Human Resources Manual</p> <p>5.3 Select the social media platforms that meet the needs of the organization.</p> <p>5.4 Source for content, both internal and external, for use on social media platforms are handled as per SOPs</p> <p>5.5 Respond to customers in timely manner directing them to relevant information as required according to social media policies and procedures.</p> <p>5.6 Update of the social media account to maximise effectiveness as per SOPs</p> <p>5.7 Enforce legal and ethical practices in line with the organization policy</p> <p>5.8 Track social media activities using <b><i>social media monitoring tools as per the SOPs.</i></b></p>

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	5.9 Report the social media engagements to management for implementation in line with SOPs
6. Prepare work place meetings	6.1 Minute taking is defined as per the SOPs 6.2 Types of meetings are highlighted as per the SOPs 6.3 <b><i>Structure of meetings</i></b> are identified as per the SOPs
7. Prepare workplace report	7.1 Report writing is defined as per the organization policy. 7.2 Importance of reports in human resource function is emphasized as per the human resource manual. 7.3 Forms and types of reports are described as per the organization policy. 7.4 Reports formats are identified as per the organization policy 7.5 Reports preparation is done as per the organization policy.

## 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. Action taken may include but not limited to:	<ul style="list-style-type: none"> <li>• Indexing</li> <li>• Photocopy for circulation</li> <li>• Filing</li> <li>• Recording</li> <li>• Taking to officer for action</li> </ul>
2. Physical securing may include but not limited to:	<ul style="list-style-type: none"> <li>• Lock and key</li> <li>• Reinforced storage</li> <li>• Fireproofing</li> <li>• Lockable cabinets</li> <li>• Restricted access</li> </ul>
3. Social media monitoring tools may include but not limited to:	<ul style="list-style-type: none"> <li>• Twitter counter</li> <li>• Hootsuite</li> <li>• Klout</li> <li>• Buzz Logix</li> <li>• Digi mind</li> </ul>
4. Structure of meetings may include but not limited to:	<ul style="list-style-type: none"> <li>• Notice</li> <li>• Agenda</li> <li>• Preparation of other relevant documents</li> <li>• Minute formats</li> </ul>

## 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	<p>Assessment requires evidences that the candidate:</p> <p>1.1 Handled organizational policies as per SOPs</p> <p>1.2 Handled incoming and outgoing mails as per SOPs</p> <p>1.3 Sorted correspondence and took necessary action as per SOPs</p> <p>1.4 Maintain human resource records. As per Human Resource manual</p> <p>1.5 Align response time to service charter as per SOPs</p> <p>1.6 Safeguarded confidentiality of information as per SOPs</p> <p>1.7 Handled challenges in safeguarding social media platform as per SOPs</p> <p>1.8 Legal and Ethical Issues in social media platforms as per SOPs</p> <p>1.9 Managed communication on social media platforms as per SOPs</p> <p>1.10 Prepared work place meetings as per SOPs</p> <p>1.11 Prepared work place reports as per SOPs</p>
2. Resource Implications	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace where assessment can take place</p>

	<p>2.2 Appropriately simulated environment where assessment can take place</p> <p>2.3 Materials relevant to the proposed activity or tasks</p>
Methods of Assessment	<p>Competency in this unit may be assessed through:</p> <p>3.1 Practical</p> <p>3.2 Projects</p> <p>3.3 Poe evaluation</p> <p>3.4 Third party reports</p> <p>3.5 Written tests</p>
Context of Assessment	<p>4.1 The competency may be assessed in a workplace or a simulated workplace</p>
Guidance information for assessment	<p>5.1 Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>