



**REPUBLIC OF KENYA**

**COMPETENCY-BASED MODULAR CURRICULUM**

**FOR**

**ACCOUNTANCY**

**KNQF LEVEL 6**

**(CYCLE 3)**

**PROGRAM CODE: 0411 551A**



**TVET CDACC  
P.O. BOX 15745-00100  
NAIROBI**

## **BUSINESS COMMUNICATION**

**UNIT CODE:0031 551 06A**

**TVET CDACC UNIT CODE: BUS/CU/AC/CC/01/6/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**

<b>S/NO</b>	<b>ELEMENTS</b>	<b>DURATION (HOURS)</b>
1	Administer communication channels	<b>12</b>
2	Implement types of communication	<b>15</b>
3	Implement service charter	<b>7</b>
4	Safeguarding confidentiality of information	<b>12</b>
5	Coordinate communication on social media platforms	<b>10</b>
6	Prepare workplace meetings	<b>14</b>
7	Prepare workplace reports	<b>10</b>
		<b>TOTAL 80 HOURS</b>

### 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 1.4 Factors to consider when selecting a channel of communication 1.5 Barriers to effective communication 1.6 Flow/patterns of communication 1.7 Sources of information 1.8 Organizational policies 1.9 Record keeping	<ul style="list-style-type: none"> <li>Practical assessment</li> <li>Project</li> <li>POE evaluation</li> <li>Third party reports</li> <li>Written tests</li> </ul>
2. Implement types of communication	2.1 Written Communication <ul style="list-style-type: none"> <li>2.1.1 Types of written communication</li> <li>2.1.2 Elements of communication</li> <li>2.1.3 Organization requirements for written communication</li> </ul> 2.2 Non- Verbal <ul style="list-style-type: none"> <li>2.2.1 Utilize body language and</li> <li>2.2.2 Gestures</li> <li>2.2.3 Apply body posture</li> <li>2.2.4 Apply workplace dressing code</li> </ul>	<ul style="list-style-type: none"> <li>Practical assessment</li> <li>Project</li> <li>POE evaluation</li> <li>Third party reports</li> <li>Written tests</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	<p>2.3 Oral Communication</p> <p>    2.3.1 Types of oral communication pathways</p> <p>    2.3.2 Effective questioning techniques</p> <p>    2.3.3 Interviews</p> <p>2.4 Workplace etiquette</p> <p>2.5 Active listening</p>	
3. Implement service charter	<p>3.1 Introduction to service charter</p> <p>3.2 Importance of service charter</p> <p>3.3 Correspondence response</p> <p>3.4 Retrieval of records</p>	<ul style="list-style-type: none"> <li>• Practical assessment</li> <li>• Project</li> <li>• POE evaluation</li> <li>• Third party reports</li> <li>• Written tests</li> </ul>
4. Safeguarding confidentiality of information	<p>4.1 Introduction to confidentiality</p> <p>4.2 Importance of confidentiality</p> <p>4.3 Classification of information</p> <p>4.4 Methods of securing information</p> <p>4.5 Challenges of safeguarding confidentiality in human resource communication</p> <p>4.6 Advantages and disadvantages of safeguarding confidentiality.</p>	<ul style="list-style-type: none"> <li>• Practical assessment</li> <li>• Project</li> <li>• POE evaluation</li> <li>• Third party reports</li> <li>• Written tests</li> </ul>
5. Coordinate communication on social media platforms	<p>5.1 Introduction to social media platforms</p> <p>5.2 Importance/uses of social media platforms in an organization</p> <p>5.3 Social media ethical issues</p> <p>5.4 Social media monitoring tools</p>	<ul style="list-style-type: none"> <li>• Practical assessment</li> <li>• Project</li> <li>• POE evaluation</li> <li>• Third party reports</li> </ul>

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
	5.5 Advantages and disadvantages of social media platforms	<ul style="list-style-type: none"> <li>• Written tests</li> </ul>
6. Prepare work place meetings	6.1 Introduction to minute taking 6.2 Types of meetings 6.3 Structure of meetings <ul style="list-style-type: none"> <li>6.3.1 Notice</li> <li>6.3.2 Agenda</li> <li>6.3.3 Preparation of other relevant documents</li> <li>6.3.4 Minute formats</li> </ul>	<ul style="list-style-type: none"> <li>• Practical assessment</li> <li>• Project</li> <li>• POE evaluation</li> <li>• Third party reports</li> <li>• Written tests</li> </ul>
7. Prepare workplace report	7.1 Introduction to report writing <ul style="list-style-type: none"> <li>7.1.1 Definition</li> <li>7.1.2 Principles e.g. conciseness, clarity etc.</li> </ul> 7.2 Importance of reports 7.3 Forms and types of reports <ul style="list-style-type: none"> <li>7.3.1 Oral reports</li> <li>7.3.2 Written reports</li> <li>7.3.3 Recorded etc.</li> </ul> 7.4 Reports formats <ul style="list-style-type: none"> <li>7.4.1 Letter format</li> <li>7.4.2 Memo format</li> </ul> 7.5 Reports preparation	<ul style="list-style-type: none"> <li>• Practical assessment</li> <li>• Project</li> <li>• POE evaluation</li> <li>• Third party reports</li> <li>• Written tests</li> </ul>

## **Suggested Delivery Methods**

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

## **Recommended Resources**

- Office stationeries
- Computers and computer software
- Printers
- Projectors

## **Recommended Resources for 25 Trainees**

S/No.	Category/Item	Description/Specifications	Quantity	Recommended Ratio (Item: Trainee)
<b>A</b>	<b>Learning Materials</b>			
1.	Charts	• Flip Charts	5	1:6
2.	Report writing templates		5	1:6
<b>B</b>	<b>Learning Facilities &amp; Infrastructure</b>			
3.	Lecture/Theory Room	(9* 8 sq. metres)	1	1:30
4.	Internet Connection	WI-FI, Dial-Up, Cable, Fixed-wireless,	1	1:30
<b>C</b>	<b>Consumable Materials</b>			
5.	Markers	whiteboard markers and permanent markers	5	1:6
6.	Stationery	Printing Papers,	5 reams	1:6

		Foolscaps		
7.	Files / folders		25	1:1
8.	Flash disks		5	1:6
<b>D</b>	<b>Tools And Equipment</b>			
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.