



**COMPETENCY-BASED MODULAR CURRICULUM**

**FOR AGRICULTURE AND EXTENSION  
LEVEL 5  
(CYCLE 3)**

**PROGRAMME CODE: 0811 454A**



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

## **COMMUNICATION SKILLS**

**UNIT CODE:** 0031 441 02A

**TVET CDACC UNIT CODE:** AGR/CU/EXT/BC/02/5/MA

**UNIT DURATION:** 40 HOURS

### **Relationship to Occupational Standards**

This unit addresses the unit of competency: **Demonstrate communication skills.**

### **Unit Description**

This unit covers the competencies required to demonstrate communication skills. It involves applying communication channels, written, non-verbal, oral, and group communication skills.

### **Summary of Learning Outcomes**

By the end of this unit, the learner should be able to:

<b>S/No</b>	<b>Learning Outcomes</b>	<b>Duration (Hours)</b>
1.	Apply communication channels	10
2.	Apply written communication skills	12
3.	Apply non-verbal communication skills	4
4.	Apply oral communication skills	4
5.	Apply group communication skills	10
<b>Total</b>		<b>40</b>

### **Learning Outcomes, Content and Suggested Assessment Methods**

<b>Learning</b>	<b>Content</b>	<b>Suggested Assessment</b>

<b>Outcomes</b>		<b>Methods</b>
1. Apply communication channels	<p><b>Theory</b></p> <p>1.1 Communication Channels</p> <p>1.2.5 Introduction to communication.</p> <p>1.2.6 Importance of communication.</p> <p>1.2.7 Elements of communication.</p> <p>1.2.8 Principles of effective communication.</p> <p>1.2.9 Channels of communication.</p> <p>1.2.10 Factors to consider when selecting the channels of communication.</p> <p>1.2.11 Flows /patterns of communication.</p> <p>1.2.12 Sources of information.</p> <p>1.2.13 Organizational policies.</p> <p>1.3 Challenges of effective communication</p> <p>1.3.1 Barriers to effective communication.</p> <p>1.3.2 Ways to overcome barriers to effective communication.</p> <p>1.4 Evaluation of Communication channels at workplace.</p> <p>1.4.1 Ways of evaluating communication channels.</p> <p><b>Practise</b></p> <p>1.5 Draw communication process, discuss and present its elements of communication.</p>	<ul style="list-style-type: none"> <li>Written tests</li> <li>Individual/group assignments</li> <li>Interviews/ Oral questions</li> <li>Reflection papers</li> <li>Third party report</li> </ul>
2. Apply written communication skills	<p><b>Theory</b></p> <p>2.1 Written communication.</p> <p>2.1.1 Definition of written communication.</p> <p>2.1.2 Importance of written communication.</p> <p>2.1.3 Challenges of written communication.</p> <p>2.2 Written</p>	<ul style="list-style-type: none"> <li>Written tests</li> <li>Individual/group assignments</li> <li>Interviews/ Oral questions</li> <li>Reflection papers</li> </ul>

	<p>communication needs.</p> <p>2.2.1 Types of written communication.</p> <ul style="list-style-type: none"> <li>2.2.1.1 Letters</li> <li>2.2.1.2 Memorandums</li> <li>2.2.1.3 Notices</li> <li>2.2.1.4 Minutes</li> <li>2.2.1.5 Curriculum vitae</li> <li>2.2.1.6 Reports</li> <li>2.2.1.7 Speech</li> <li>2.2.1.8 Agenda</li> <li>2.2.1.9 Advertisements</li> <li>2.2.1.10 Emails</li> <li>2.2.1.11 Short messages</li> </ul> <p>2.2.2 Barriers of written communication needs.</p> <p>2.3 Analysis, evaluation, and revising of written communication.</p> <p>2.3.1 Organisation requirements for written communication.</p> <p><b>Practise</b></p> <p>2.4 Draft functional writings based on the checklist.</p> <ul style="list-style-type: none"> <li>2.4.1 Letters</li> <li>2.4.2 memorandums</li> <li>2.4.3 Notices</li> <li>2.4.4 Minutes</li> <li>2.4.5 Reports</li> <li>2.4.6 speech</li> <li>2.4.7 Agenda</li> </ul>	<ul style="list-style-type: none"> <li>• Third party report</li> </ul>
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	2.4.8 2.4.9 2.4.10 2.4.11	Advertisement Curriculum Emails Short messages	
3. Apply non-verbal communication skills	<p><b>Theory</b></p> <p>3.1 Non-verbal communication.</p> <p>3.1.1 Definition of non-verbal communication.</p> <p>3.2 Non-verbal communication techniques.</p> <p>3.2.1 Body language</p> <p>3.2.1.1 Body movement (Nodding &amp; Shaking of head)</p> <p>3.2.1.2 Eye contact</p> <p>3.2.1.3 Posture</p> <p>3.2.1.4 Facial expression</p> <p>3.2.1.5 Touch/smell</p> <p>3.2.1.6 Physiological changes</p> <p>3.2.1.7 Change of time (chronemics)</p> <p>3.2.1.8 Paralanguage (vocalus)</p> <p>3.2.1.9 Gestures.</p> <p>3.2.2 Importance of non-verbal communication.</p> <p>3.2.3 Challenges of non-verbal communication.</p> <p><b>Practice</b></p> <p>3.2 In pairs demonstrate types of body language.</p>	<ul style="list-style-type: none"> <li>Written tests</li> <li>Interviews/ Oral questions</li> <li>Individual/group assignments</li> </ul>	
4. Apply oral communication skills	<p><b>Theory</b></p> <p>4.1 Oral communication.</p> <p>4.1.1 Definition of terms.</p>	<ul style="list-style-type: none"> <li>Written tests</li> <li>Individual/group assignments</li> </ul>	

	<p>4.1.1.1 Oral communication.</p> <p>4.1.1.2 Communication pathways.</p> <p>4.1.1.3 Policy.</p> <p>4.1.1.4 Organization policy.</p> <p>4.1.1.5 Questioning techniques.</p> <p>4.1.1.6 Etiquette.</p> <p>4.1.1.7 Active listening.</p> <p>4.2 Types of oral communication in an organization.</p> <p>4.2.1 Face to face.</p> <p>4.2.2 Telephone.</p> <p>4.2.3 Record in video.</p> <p>4.2.4 Public speaking.</p> <p>4.2.5 Monologue.</p> <p>4.2.6 Dialogue.</p> <p>4.2.7 Lecturing.</p> <p>4.2.8 Preaching.</p> <p>4.3 Communication pathways</p> <p>4.3.1 Types of Communication Pathways</p> <p>4.3.1.1 Formal.</p> <p>4.3.1.2 Informal.</p> <p>4.3.2 Advantages and disadvantages of formal and informal communication pathways.</p> <p>4.4 Ways of reviewing communication Pathways of oral communication.</p> <p>4.5 Maintenance of oral communication pathways.</p> <p>4.6 Workplace etiquette.</p> <p>4.6.1 Types of etiquette applied at the work place.</p> <p>4.6.2 Importance of etiquette at the work</p>	<ul style="list-style-type: none"> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> <li>• Third party report</li> </ul>
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	<p>place.</p> <p>4.7 Active listening.</p> <ul style="list-style-type: none"> <li>4.7.1 Importance of active listening.</li> <li>4.7.2 Techniques of active listening.</li> <ul style="list-style-type: none"> <li>4.7.2.1 Pay attention.</li> <li>4.7.2.2 Show that you are listening.</li> <li>4.7.2.3 Withholding judgement.</li> <li>4.7.2.4 Clarifying.</li> <li>4.7.2.5 Reflecting.</li> <li>4.7.2.6 Summarizing.</li> <li>4.7.2.7 Sharing.</li> </ul> <li>4.7.3 Stages of active listening.</li> <ul style="list-style-type: none"> <li>4.7.3.1 Receiving.</li> <li>4.7.3.2 Understanding.</li> <li>4.7.3.3 Evaluating.</li> <li>4.7.3.4 Remembering.</li> <li>4.7.3.5 Responding.</li> </ul> <p><b>Practice</b></p> <p>4.8 In groups practice how etiquette is applied at the workplace.</p> <p>4.9 In pairs initiate a conversation based on Question answer method.</p> <p>4.10 Prepare a presentation on public speaking and present.</p> </ul>	
5. Apply group communication skills.	<p><b>Theory</b></p> <p>5.1 Group communication strategies.</p> <ul style="list-style-type: none"> <li>5.1.1 Definition of terms.</li> <ul style="list-style-type: none"> <li>5.1.1.1 Group communication.</li> <li>5.1.1.2 Communication strategies.</li> </ul> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Individual/group assignments</li> <li>• Interviews/ Oral questions</li> <li>• Reflection papers</li> <li>• Third party report</li> </ul>

	<p>5.1.1.3 Establishing rapport.</p> <p>5.2 Organization of groups.</p> <p>5.2.1 Ways to develop action plan.</p> <p>5.3 Effective questioning, listening and non-verbal communication techniques.</p> <p>5.3.1 Effective questioning techniques.</p> <p>5.3.1.1 Types of questions.</p> <p>5.3.1.1.1 Leading questions.</p> <p>5.3.1.1.2 Open ended questions.</p> <p>5.3.1.1.3 Closed questions.</p> <p>5.3.1.1.4 Probing questions.</p> <p>5.3.1.1.5 Clarifying questions.</p> <p>5.3.1.1.6 Factual questions.</p> <p>5.3.1.1.7 Descriptive questions.</p> <p>5.3.1.1.8 Opinion questions.</p> <p>5.3.1.1.9 Follow-up questions.</p> <p>5.3.1.1.10 Rhetoric questions.</p> <p>5.3.1.1.11 Reflective questions.</p> <p>5.3.1.1.12 Hypothetical questions.</p> <p>5.3.1.1.13 Clarifying questions.</p> <p>5.3.2 Benefits of effective questioning.</p> <p>5.3.3 Challenges of effective questioning.</p> <p>5.3.4 Turn-taking techniques.</p> <p>5.3.4.1 Importance of turn taking in a</p>	
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	<p>speech.</p> <p>5.3.4.2 Challenges of turn taking in a speech.</p> <p>5.4 Challenges of Group communication.</p> <p>5.4.1 Issues/challenges of group communication.</p> <p>5.4.2 Types of conflicts.</p> <p>5.4.2.1 Intrapersonal conflict</p> <p>5.4.2.2 Interpersonal conflict</p> <p>5.4.2.3 Intergroup conflict</p> <p>5.4.2.4 Intragroup conflict</p> <p>5.4.2.5 Individual and group conflict.</p> <p>5.4.2.6 Inter organizational conflict.</p> <p>5.4.3 Conflict resolution techniques.</p> <p>5.5 Team work.</p> <p>5.5.1 Definition of team work.</p> <p>5.5.2 Elements of teamwork.</p> <p>5.5.2.1 Teamwork skills.</p> <p>5.5.2.2 Benefits of team work.</p> <p>5.5.2.3 Challenges of teamwork.</p> <p><b>Practice</b></p> <p>5.6 In pairs practice turn –taking in a speech.</p> <p>5.7 Delegate roles and responsibilities in a group.</p>	
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### Suggested Methods of Instruction

- Role playing
- Group discussion
- Direct instruction

### Recommended Resources for 25 Trainees

S/No.	Category/Item	Description/Specifications	Quantity	Recommended Ratio
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				(Item: Trainee)
<b>A</b>	<b>Learning Materials</b>			
1.	Textbooks		5 pcs	1:5
2.	Charts			
3.	PowerPoint presentations	For trainer's use		
4.	Whiteboard		1	
5.	Assorted color of whiteboard markers			
6.	Printers		2	
7.	External storage media			
8.	Projector		1	
9.	Whiteboard		1	
10.	Smart board/ Smart TV (where applicable)			
<b>B</b>	<b>Learning Facilities &amp; infrastructure</b>			
1.	Lecture/theory room	Size??	1	1:25
2.	Projector		1	
3.	Telephone			
4.	samples of CV		5	
5.	Assorted Flash Cards		25	
6.	Site	Size?	1	1:25
<b>C</b>	<b>Consumable materials</b>			
	Printing Papers			
	Assorted color of whiteboard marker			
<b>D</b>	<b>Tools and Equipment</b>			
1.	Desktop computers/laptops with the following software: i. Windows		15 pcs	

	/Linux/Macintosh Operating System ii. Microsoft Office Software iii. Google Workspace Account iv. Antivirus Software			
2.	Internet connection	For trainer's use		
3.	Rolls flip charts			
4.	Assorted Flash Cards			
5.	Telephone			