



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:

S/No	Learning Outcomes	Duration (Hours)
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
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

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

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

	<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"> • Interviews/ Oral questions • Reflection papers • Third party report
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	<p>place.</p> <p>4.7 Active listening.</p> <p>4.7.1 Importance of active listening.</p> <p>4.7.2 Techniques of active listening.</p> <p>4.7.2.1 Pay attention.</p> <p>4.7.2.2 Show that you are listening.</p> <p>4.7.2.3 Withholding judgement.</p> <p>4.7.2.4 Clarifying.</p> <p>4.7.2.5 Reflecting.</p> <p>4.7.2.6 Summarizing.</p> <p>4.7.2.7 Sharing.</p> <p>4.7.3 Stages of active listening.</p> <p>4.7.3.1 Receiving.</p> <p>4.7.3.2 Understanding.</p> <p>4.7.3.3 Evaluating.</p> <p>4.7.3.4 Remembering.</p> <p>4.7.3.5 Responding.</p> <p>Practice</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>	
5. Apply group communication skills.	<p>Theory</p> <p>5.1 communication strategies.</p> <p>5.1.1 Definition of terms.</p> <p>5.1.1.1 Group communication.</p> <p>5.1.1.2 Communication strategies.</p>	<ul style="list-style-type: none"> • Written tests • Individual/group assignments • Interviews/ Oral questions • Reflection papers • Third party report

	<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>Practice</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)
A	Learning Materials			
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	Learning Facilities & infrastructure			
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
C	Consumable materials			
	Printing Papers			
	Assorted color of whiteboard marker			
D	Tools and Equipment			
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			