REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

BROADCAST JOURNALISM

KNQF LEVEL 6

ISCED PROGRAMME CODE; 0321 654B

TVET CDACC
P.O. BOX 15745-00100
NAIROBI

WORK ETHICS AND PRACTICES

UNIT CODE: ME/CU/BJ/BC/03/6/B

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Apply work ethics and practices.

Duration of Unit: 50 hours

Unit Description

This unit covers competencies required to demonstrate employability skills. It involves the ability to: conduct self-management, promote ethical work practices and values, promote teamwork, manage workplace conflicts, maintain professional and personal development, apply problem-solving, and promote customer care.

Summary of Learning Outcomes

1. Apply self-management skills
2. Promote ethical practices and values
3. Promote Teamwork
4. Maintain professional and personal development
5. Apply Problem-solving skills
6. Promote Customer care.

Learning Outcomes, Content, and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Apply self-management skills	- Self-awareness - Formulating personal vision, mission, and goals - Healthy lifestyle practices - Strategies for overcoming work challenges - Emotional intelligence Coping with Work Stress. Assertiveness versus aggressiveness and passiveness	- Observation - Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical

Learning Outcome	Content	Suggested Assessment Methods
	- Developing and maintaining high self-esteem - Developing and maintaining positive self-image - Time management - Setting performance targets - Monitoring and evaluating performance targets	
2. Promote ethical work practices and values	- Integrity - Core Values, ethics and beliefs - Patriotism - Professionalism - Organizational codes of conduct - Industry policies and procedures	- Observation - Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical
3. Promote Teamwork	Types of teams Team building Individual responsibilities in a team Determination of team roles and objectives Team parameters and relationships Benefits of teamwork Qualities of a team player Leading a team Team performance and evaluation Conflicts and conflict resolution Gender and diversity mainstreaming Developing Healthy workplace relationships Adaptability and flexibility Coaching and mentoring skills	- Observation - Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical
4. Maintain professional and personal development	- Personal vs professional development and growth - Avenues for professional growth	- Observation - Written assessment - Oral assessment - Third party reports

Learning Outcome	Content	Suggested Assessment Methods
	- Recognizing career advancement - Training and career opportunities - Assessing training needs - Mobilizing training resources - Licenses and certifications for professional growth and development - Pursuing personal and organizational goals - Managing work priorities and commitments - Dynamism and on-the-job learning	- Portfolio of evidence - Project - Practical
5. Apply Problem-solving skills	- Causes of problems - Methods of solving problems - Problem-solving process - Decision making - Creative thinking and critical thinking process in development of innovative and practical solutions	- Observation - Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical
6. Promote Customer Care	- Identifying customer needs - Qualities of good customer service - Customer feedback methods - Resolving customer concerns - Customer outreach programs - Customer retention	- Observation - Written assessment - Oral assessment - Third party reports - Portfolio of evidence - Project - Practical

Suggested Methods of Instruction

- Instructor lead facilitation of theory using active learning strategies.
- Demonstrations
- Simulation/Role play

- Group Discussion
- Presentations
- Projects
- Case studies
- Assignments

Recommended Resources for 25 Trainees

- Computers
- Stationery
- Charts
- Video clips
- Audio tapes
- Radio sets
- TV sets
- LCD projectors