

2021 NEW SYLLABUS

COMMUNICATION
SKILLS STUDY TEXT

CPA

MASOMO MSINGI PUBLISHERS

Sample work

072871

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GENERAL OBJECTIVE

This paper is intended to equip the candidate with the knowledge, skills and attitude that will enable him/her to communicate clearly and concisely orally and in writing in formal and informal situations.

2.0 LEARNING OUTCOMES

A candidate who passes this paper should be able to:

- Communicate effectively in an organisation.
- Prepare and design different types of business documents
- Hold effective face to face and telephone conversations.
- Use non-verbal cues effectively in communication
- Demonstrate effective presentation skills.
- Apply the protocols of team and virtual groups' communication.
- Write formal reports and proposals.
- Apply information technology in communication.
- Communicate ethically.

CONTENT

1 Introduction to communication

- Meaning of communication
- Role of communication in an organisation
- Elements of communication
- The communication process
- Principles of effective communication
- Essential of an effective communication system
- Barriers to effective communication

2. Types of communication

- Formal and informal communication
- Flow of communication in an organisation
- Grapevine communication
- Internal and external communication
- Interpersonal and intrapersonal communication
- Cross-cultural communication
- E-mail
- Visual communication – graphs/charts/tables/diagrams/pictures

3. Oral communication

- Meaning of oral communication
- Importance of oral communication

- Types of oral communication-face to face and telephone conversations
- Effective listening-The listening process, principles of effective listening, listening techniques, barriers to effective listening
- Interviews-types, purpose, preparation and conduct of interviews
- Persuasive communication- meaning, objectives, creating persuasive messages, approaches to persuasion

4. Non-verbal communication

- Meaning and importance of non-verbal communication
- Forms of non-verbal communication
- Effective use of non-verbal communication
- Barriers to effective non-verbal communication`

5. Writing skills

- Sentence construction and paragraph development
- Business letters
- Memorandum
- Posters and notices
- Forms and questionnaires
- Circulars and newsletters
- Advertisements and publicity materials
- Documents used in business transactions – letter of enquiry, catalogue, quotation, purchase order, invoice, credit note, debit note, others
- C.V and resume

6. Public speaking and presentation

- Effective presentation skills
- Audience analysis
- Selecting and researching the topic
- Preparation and organisation of an effective presentation
- Structure of presentation
- Presentation aids
- Public speeches-structure and delivery of public speeches
- PowerPoint presentations

7. Group and team communication

- Group communication networks
- Team communication
- Communicating in virtual groups and teams-group e-mails, what's app groups, social media
- Meetings- types, role of members, preparation, conduct, documents used in meetings
- Conferences and symposia

8. Report and proposal writing

- Types and purpose of reports
- Structure and content of reports
- Types and uses of proposals
- Structure and content of proposals
- Writing of formal reports and proposals

9. Information technology and communication

- Role and impact of technology in communication
- Communication networks- internet, intranet and extranet
- Teleconferencing and video conferencing
- Webinar
- Wireless technology

10. Ethics in communication

- Role of ethical communication in an organisation
- Principles of ethical communication
- Ethical issues in communication
- Enhancing ethical communication in an organisation
- Factors influencing ethical communication
- Ethical dilemmas in communication
- Handling ethical dilemmas in communication

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Sample work

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TOPIC ONE

INTRODUCTION TO COMMUNICATION

Meaning of communication

Communication is an act of any natural or artificial means of conveying information or giving instruction. It's the process of passing information and understanding from one person to the other.

According to Newman and Summer

Communication is an exchange of facts, ideas, opinions or emotions by two or more persons.

According to Peter Little

Communication is process by which information is transmitted between individuals/organization so that understanding response results.

It's giving, receiving or exchange of information, opinions, or ideas by writing speech or visual means or any combination of the three so that the material communicated is completely understood by everyone concerned.

Administrative communication

Administrative communication is a process involving the transmission and accurate replication of ideas ensured by feedback for purpose of eliciting actions which will accomplish organizational goals.

Analysis

This definition has emphasized the following points;-

- It involves the communication of ideas.
- Ideas should be accurately replicated. The receiver should get exactly the same ideas as were transmitted.
- Transmitter is assured of accurate replication of ideas by feedback.
- Purpose of communication is to elicit action.

This definition can be expanded to include emotions.

The purpose of communication is not always to elicit action it may also include communication to seek information or to persuade other person to a certain point of view.

Main aspect of communication

- Communication must have a source (sender)
- Communication must have content (message)
- Communication must have a media
- Communication must have a destination: i.e. recipient
- Communication must have a feedback.

Importance of communication

- Communication can be described as the life blood of the business
- No business can develop in the absence of effective external and internal communication.
- Communication is a vital tool of management.
- One of the major functions of an office is communication. This involves receiving, recording, processing of information and communicating the information two various functions of the organizations.

Importance of communication can be discussed under two points of view.

- Internal communication
- External communication.

A) Importance of internal communication

Internal communication refers to exchange of information or message between persons of same organization, e.g. between employer and employee.

- **Better understanding between employer and employees.**
If complaints of employees are forwarded to employer on time and in the right way it will minimize the chances of misunderstanding.
- **Greater efficiency.**
The sound communication system enables the management to instruct the supervisions and subordinates on changes of policy - this results to the increase in efficiency of workers.
- **Effective co-ordination:**
Effective communication leads to effective co-ordination of employees e.g if demand increase the marketing department will inform the production department to increase its production.
- **Proper communication avoids losses:**