

# EXECUTIVE SUMMARY

## Communication is Key

### NQF Level 4

Faculty of Business: Management Sciences

Learning Programme Title	Communication is Key
Learning Programme ID	110023, 12154, 12155 and 12153
Registration End Date	2018-06-30
Last Date for Enrolment	2019-06-30
Duration	5 Days
NQF Level	4
Credits	21

*Knowledge Leadership Management*

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Learning Assumed To Be In Place	<ul style="list-style-type: none"> <li>▪ It is assumed that people starting to learn towards this standard are able to:</li> <li>▪ Communication at NQF Level 3</li> <li>▪ Mathematical Literacy at NQF Level 3</li> <li>▪ Computer Literacy at NQF Level 3.</li> </ul>
Originating Qualification	FETC Business Administration Services (NLRD 61595)

## Specific Outcomes

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| <ul style="list-style-type: none"> <li>▪ Relate the purpose, content, form, frequency and recipients of a range of reports to the information needs of a selected business</li> <li>▪ Relate the purpose, content, form, frequency and recipients of a range of reports to the information needs of a selected business</li> <li>▪ Identify information sources and organisational procedures for obtaining and distributing information relevant to a selected business function.</li> <li>▪ Compile reports related to a selected business function, ensuring content and format are appropriate to information requirements and that reporting deadlines are met</li> <li>▪ Liaise with relevant parties and verifying that reported information is in accordance with requirements and purpose of the report.</li> <li>▪ Recall ideas and information that are explicitly stated in an oral text.</li> <li>▪ Recognise information from an oral text</li> <li>▪ Infer information from an oral text</li> <li>▪ Evaluate information in an oral text</li> <li>▪ Identify and respond to textual features specific to written texts in a business environment</li> </ul> | <ul style="list-style-type: none"> <li>▪ Recognise or recall ideas and information that are explicitly stated in a written text.</li> <li>▪ Re-organise information from a written text.</li> <li>▪ Infer information from a written business text</li> <li>▪ Evaluate information in a written text used in the business sector</li> <li>▪ Compose a text using plain language for a specific function</li> <li>▪ Organise and structure a text appropriately for a business function</li> <li>▪ Present a written text for a particular function in a business environment.</li> <li>▪ Use textual features and conventions specific to business texts for effective writing.</li> <li>▪ Identify and collect information needed to write a text specific to a particular function.</li> </ul> |
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## Content Outline

The following aspects are addressed in the basic and advanced writing programmes:

### Basic Writing Programme

- Trends in Public sector Communication (internal and external communication)
- Texts for Specific Business Functions
- The purpose and objectives for writing
- The target group (reader) and its needs
- Use Textual Features and Conventions Specific to Business Text for Effective Writing
  - Business Letter
  - Memorandum
  - Email
  - Facsimile
  - The Agenda for a Meeting
  - The Minutes of a Meeting
  - Formal Short and Long Business Reports
- Punctuation
- Synthesis of Information from Texts
- Uniformity of Presentation

- Consequences of Non-compliance for Specific Document Requirements
- Appropriate Use of Terminology and Conventions in a Business Environment
- Sources of information
- Drafting, editing and proofreading
  - Terms of Reference
  - Grammar, punctuation, diction and structure
  - Clarity and simplicity
  - Factual correctness
- Common writing mistakes
- Identifying and explaining technical terms
- Removing biased and other offensive language
- Errors in Translation
- Editing Checklist

### Advanced Business Writing

- Trends in Public sector Communication (internal and external communication)
- Language and grammar – the bolts and nuts of good writing



## Content Outline

- Intension, sense and tone (Why these factors are essential to good communication)
- Writing and editing at micro level
- Advanced writing for results
  - The writing process
  - Word choice
  - Sentence structure
  - Paragraph structure

### The Agenda for a Meeting

- Protocols and Procedures for Conducting Successful Meetings
- Terminology Used in Meetings
- Why Making Decisions in Meetings is Important
- Advantages of a well-constructed agenda
- What should appear on the agenda?
- Making the agenda logical and systematic
- The sources of the agenda
- Producing the agenda in the appropriate time and format
- Minutes of Meetings
- The purpose and objectives of minutes of meetings
- Different types of minutes

- The importance of accuracy
- What to record and how
- Different styles and methods for taking minutes
- Converting notes to text
- Identifying and highlighting key points
- Methods for distributing minutes
- The importance of timely distribution
- Given a particular meeting, decide who should record the minutes and give reasons why
- Recording Accurate Minutes
- Critical listening skills
  - Staying alert and focused
  - Overcoming barriers to listening
  - Developing positive listening skills
- Enhancing concentration

### Report Writing

- Main Categories of Business Reports
- Report Content and Purpose
- Information Needs and Report Purposes
- Report Templates

## Content Outline

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| <ul style="list-style-type: none"> <li>▪ Report Purposes, Recipients and Frequency of Distribution</li> <li>▪ Sources of Information</li> <li>▪ Levels of Confidentiality</li> <li>▪ Compiling Reports using Current Information</li> <li>▪ The writing process</li> <li>▪ Pre-writing and planning</li> </ul> <p><b>Reading and Responding to Business Correspondence</b></p> <ul style="list-style-type: none"> <li>▪ Business Documents</li> <li>▪ Conventions</li> <li>▪ Understanding terminology</li> <li>▪ Identify Details in Documents</li> </ul> | <ul style="list-style-type: none"> <li>▪ Identify the Main Idea</li> <li>▪ Giving Clear Instructions</li> <li>▪ Comparing Differences and Similarities</li> <li>▪ Organise information from a written text</li> <li>▪ Facts vs. opinions</li> <li>▪ The Importance of Clarity</li> <li>▪ Organise information from a written text</li> <li>▪ Facts vs. opinions</li> <li>▪ The Importance of Clarity</li> </ul> |
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## Unit Standards

ID	Unit Standard Title	Level	Credits
110023	Present information in report format	4	6
12153	Use the writing process to compose texts required in the business environment	4	5
12154	Apply comprehension skills to engage oral texts in a business environment	4	5
12155	Apply comprehension skills to engage written texts in a business environment	4	5
Total			21