



COMINN

COMpetences for INNovation in the metal sector

LEARNING OUTCOMES DEFINITIONS





Competences for Innovation in the Metal Sector

LEARNING OUTCOMES DEFINITIONS

Country:

HUNGARY

Institution:

TREBAG Ltd

Qualitification:

Developers and Mobilizers of innovation within the working groups in Metal SMEs

EQF Level:

5

Learning Outcome:

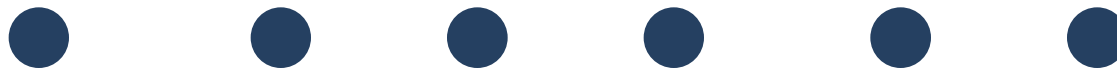
CLARITY OF COMMUNICATION

Definition of L.O.

Being able to communicate in a clear and adequate way in different contexts and situations

Units of L.O.

1. The basics, forms and tools of communication
2. Internal communication
3. External communication and marketing strategies
4. Negotiation, conflict management with communication





Competences for Innovation in the Metal Sector

LEARNING OUTCOMES DEFINITIONS

Learning Outcome Definition	Being able to communicate in a clear and adequate way in different contexts and situations			EQF level
UNITS of the Learning Outcome	Knowledge	Skills	Competence	
<p><u>1. The basics, forms and tools of communication:</u> Review what communication is about, how it works, and the different aspects of communication: verbal (writing and speaking), non-verbal (body language, emoticons etc). Revising the different modes and tools of communication provides a strong base for appropriate communication</p>	<ul style="list-style-type: none"> Define communication in general Specify function and process Identify forms and use of oral and written communication tools 	<ul style="list-style-type: none"> Interpret non verbal and verbal communication Interpret verbal and non-verbal communication Question affectively 	<ul style="list-style-type: none"> Produce a comprehensive communication Create contact Use adequate metacommunication Use proper grammar Produce the communication briefly Adjust the way of communication to the given situation (time for communication, place, channel etc): flexible interpersonal communication Produce interpersonal communication in a flexible way Produce communication in a polite way Use communication tools 	5



Competences for Innovation in the Metal Sector

LEARNING OUTCOMES DEFINITIONS

Learning Outcome Definition	Being able to communicate in a clear and adequate way in different contexts and situations			EQF level
UNITS of the Learning Outcome	Knowledge	Skills	Competence	
2. <u>Internal communication:</u> Internal communication involves the communication that exists within a company and can take many forms. In order to effectively engage in two-way symmetrical communication, (the goal of public relations practitioners), communication is essential internally.	<ul style="list-style-type: none"> Specify the models and goals of external and internal communication Identify upward and downward communication Identify horizontal communication Recognize communication features / codes of different cultures (within the company) 	<ul style="list-style-type: none"> Distinguish between upward and downward communication Realize the models and goals of external and internal communication Realize what to do and what to avoid when communicating within peer groups 	<ul style="list-style-type: none"> Use different models of internal communication Avoid typical communication traps within your peer group Use a proper communication with members of different cultures 	5





Competences for Innovation in the Metal Sector

LEARNING OUTCOMES DEFINITIONS

Learning Outcome Definition	Being able to communicate in a clear and adequate way in different contexts and situations			EQF level
UNITS of the Learning Outcome	Knowledge	Skills	Competence	
<u>3. External communication and marketing strategies:</u> How the company and its employees represent the company; how to communicate to other businesses, clients, other cultures etc. How to advertise the work of the company.	<ul style="list-style-type: none"> Define the models and goals of external communication Recognize the role of marketing tools Identify the communication with companies of different culture or background 	<ul style="list-style-type: none"> Ability to communicate externally Stimulate employees and colleagues for external communication 	<ul style="list-style-type: none"> Create good, positive opinion of the company Use marketing tools properly Produce a proper communication with representatives of companies of different cultures, backgrounds 	5





Competences for Innovation in the Metal Sector

LEARNING OUTCOMES DEFINITIONS

Learning Outcome Definition	Being able to communicate in a clear and adequate way in different contexts and situations			EQF level
UNITS of the Learning Outcome	Knowledge	Skills	Competence	
<u>4. Negotiation, conflict management with communication:</u> Bringing closer different ideas, approaches, and different point of views to prevent and handle conflicts is not an easy task, therefore it should be more considered, within the company, but also at an intercultural level.	<ul style="list-style-type: none"> Identify basic principles of negotiation Recognize different negotiation strategies Define what a conflict is Describe how to manage conflicts 	<ul style="list-style-type: none"> Distinguish between negotiation and conflict Analyze the causes of managerial conflicts Minimize conflicts Analyze different ways people deal with conflicts 	<ul style="list-style-type: none"> Lead / conduct negotiations Avoid and/or solve conflicts if being a manager or an employee Avoid a conflict with proper communication 	5

