

Unit Title:	Planning and delivering business communication activities
OCR unit number:	12
Credit value:	6
Level:	4
Guided learning hours:	55
Unit reference number:	D/504/1285

Unit aim and purpose

By completing this unit the learner will understand how to plan business communication activities and be able to communicate information verbally and in writing in a business environment. The unit will prepare learners to contribute and lead discussions with senior colleagues, peers and clients in a professional business context.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Understand how to plan business communication activities</p>	<p>The Learner can:</p> <p>1.1 Identify the purpose, the intended audience and desired outcomes of a communication activity</p> <p>1.2 Assess the effectiveness of business communications in achieving their purpose and desired outcomes</p> <p>1.3 Explain the purpose of and when to keep a file copy of what information has been communicated</p> <p>1.4 Explain the importance of reviewing written communications for errors and mistakes</p>
<p>2 Be able to produce written business communications</p>	<p>2.1 Prepare written communication using language as appropriate for the purpose, audience and desired outcomes including accurate grammar, spelling and punctuation, and plain English</p> <p>2.2 Present written information in a structure and style as appropriate for the purpose, audience and desired outcomes</p>
<p>3 Understand how to communicate verbally in a business environment</p>	<p>3.1 Explain how to adapt own verbal contributions to professional discussions as appropriate to the audience, purpose of discussion, and the situation</p> <p>3.2 Explain what body language and tone of voice to adopt for a specific audience and the situation</p>

<p>4 Be able to communicate information verbally to the business environment</p>	<p>4.1 Present information and ideas verbally so that they are clear, accurate, convincing and/or persuasive</p> <p>4.2 Lead professional discussions to achieve pre-defined objectives</p> <p>4.3 Adopt appropriate active listening techniques to gain information from others</p> <p>4.4 Deliver well-argued responses to questions appropriate to the situation and audience</p>
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Assessment

This unit is internally assessed by the centre and externally moderated by OCR.

Evidence requirements

Candidates must produce evidence that meets all of the Assessment Criteria.

It is not necessary for candidates to meet all the criteria every time they carry out an activity, but **it is necessary that all candidates produce evidence to demonstrate they have met all assessment criteria.** There must be sufficient evidence for centre assessors to be able to confirm that the candidate is competent in their working environment.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .