Unit 4: Communication in business (LEVEL 2)

Learning outcomes

By completing this unit candidates will develop knowledge and understanding, and demonstrate practical skills, in the use of IT based, and non-IT based verbal and written communication methods in a business context.

Candidates will produce evidence to meet the unit assessment objectives in order to show that they understand:

* how to produce written communications for specific purposes

* how to use appropriate research methods

* how to use email

* how to use verbal communication in specific situations

* the advantages and disadvantages of communicating using technology

* the continuing development of ICT.

Assessment objectives	Knowledge, understanding and skills
1 Produce a variety of different written communications for specific purposes, using appropriate formats and conventions	Using appropriate software applications to produce four of: • short report • memorandum • letter • notice • information leaflet • advertisement Using appropriate formats/conventions: • layout (use of headings, document structures) • language (formal, informal) • fonts (size, style) Purpose of communication: • request information • provide information • give instruction • attract potential customers/participants
2 Use appropriate research methods to obtain information for a specific purpose	Methods of research: • internet searches and website navigation • verbal questioning/interviewing • surveys and questionnaires • paper based reference materials (eg textbooks, magazines, journals)
3 Use email for communication purposes	• create and edit email messages • send and receive email messages • send attachments to email messages

Assessment objectives	Knowledge, understanding and skills
4 Use a range of verbal communication methods suitable for specific situations	Verbal communication methods: • informal discussion (face to face and remote) • formal presentation • formal debate Suitability of: • tone and style of communication • use of language
5 Review the advantages and disadvantages of communication using technology	• costs of investing in ICT (installation, training, maintenance) • speed of access • ease of access • format of data
6 Analyse the impact of the continuing development of ICT as a tool for communication in business and society	The impact of: • broadband internet access • mobile communications • networks • the home workstation • access to communication services via television

Assessment

This unit is centre-assessed and externally moderated.

In order to achieve this unit candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Candidates should be encouraged to present their work in formats that would be acceptable in business.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

An OCR model assignment is available for this unit and can be downloaded from our website: www.ocr.org.uk and can also be found in the Model Assignments folder on this CD Rom. OCR has also produced a Tutor's Support pack for this unit, which can be purchased from OCR Publications.

For Assessment Objective 1 candidates must produce four of the documents outlined in the knowledge, understanding and skills using appropriate formats/conventions. The documents produced must cover the four purposes of communication.

For Assessment Objective 2 and throughout the evidence of the unit candidates must use all of the methods of research as outlined in the knowledge, understanding and skills. Resource lists will enhance the candidates' evidence.

For Assessment Objective 3 candidates must produce evidence of creating, editing, sending and receiving email messages and also sending email attachments.

For Assessment Objective 4 candidates must demonstrate competence using a range of verbal communication methods using tone, style and language appropriate for the audience. Detailed witness statements must support the candidates' evidence, eg notes, prompt cards, presentation slides.

For Assessment Objective 5 candidates must produce evidence that has clearly considered all the bullet points outlined in the knowledge, understanding and skills.

For Assessment Objective 6 candidates will need to research the impact of continuing development of ICT as a tool for communication in business and society. Reference should be made to the bullet points in the knowledge, understanding and skills section.   They will then need to analyse the impact of these developments on business and society. This assessment objective could be linked with Assessment Objective 2.

Tutors should deliver underpinning knowledge and encourage the development of communication skills prior to the issue of this assessment.

Signposting to Key Skills

✔ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a	✔	ICT2.1	✔	N2.1	
C2.1b	✔	ICT2.2	✔	N2.2	
C2.2	✔	ICT2.3	✔	N2.3	
C2.3	✔				

Mapping to National Occupational Standards

Occupational Standards	Unit number	Title
CfA – Level 2 Administration	Unit 214 Unit 221 Unit 224	Use word processing software Prepare text from notes Produce documents

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive or exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

Brake, David (2003)	*Dealing with E-mail* Dorling Kindersley
Brounstein, Marty (2001)	*Communicating Effectively for Dummies* John Wiley & Sons Inc
Carysforth, Carol & Neild, Mike (2000)	*GNVQ Intermediate Business* Heinemann

Hough, Karen et al (2005)   *OCR National Level 2 Business*
                                                   Heinemann

Khan-Panni, Phillip (2001)   *2-4-6-8 How do you Communicate*?
                                                   How to Books

Nuttall, Chris J (2000)   *OCR Level 2 National Certificate in Business*
                                                   Nelson Thornes

Websites

BBC – http://www.bbc.co.uk/webwise/

Learn Direct – http://www.learndirect.co.uk/

Grading

Assessment Objective	Pass	Merit	Distinction
This unit needs to be based on a case study provided by the centre or the Model Assignment provided by OCR. In order to make the assignment interesting it is suggested that assessment objectives are linked together rather than evidenced in isolation. For example candidates could use research undertaken in AO2 to compile a short report which will meet some of the requirements of AO1.			
AO1 Produce a variety of different written communications for specific purposes, using appropriate formats and conventions	The word processed documents will be **simple**, using **some appropriate formats and conventions**, and will be **correctly laid out**	The word processed documents will be **clear and informative** and will follow **appropriate formats and conventions**	The word processed documents will be **well expressed and informative**, using **appropriate language, tone, formats and conventions**
AO2 Use appropriate research methods to obtain information for a specific purpose	Candidates will display **limited research** ability, but will address each main method of research in the specified context	Candidates will display **sound research** ability, and will address each main method of research in the specified context	Candidates will display **excellent research** ability and will address each main method of research in the specified context
AO3 Use email for communication purposes	The use of email will be **basic** and will include the sending of a file attachment	The use of email will be **competent** involving both sending and receiving emails in relation to a specific context, and will include the sending of a file attachment	The use of email will be **highly competent** involving both sending and receiving emails in relation to a specific context and will include the sending of a file attachment
AO4 Use a range of verbal communication methods suitable for specific situations	Candidates will demonstrate **basic competency** in verbal communication for specific purposes	Candidates will demonstrate **competent** verbal communication for specific purposes	Candidates will demonstrate **highly competent** verbal communication for specific purposes
AO5 Review the advantages and disadvantages of communication using technology	Candidates will **basically describe** the advantages and disadvantages of communication using technology	Candidates will **describe** in **detail** the advantages and disadvantages of communication using technology	Candidates will **comprehensively** describe the advantages and disadvantages of communication using technology
AO6 Analyse the impact of continuing development of ICT as a tool for communication in business and society	Candidates will produce evidence that is **largely descriptive** with **limited analysis** of the impact of ICT as a tool for communication in business and society	Candidates will produce an **analysis** of the impact of ICT as a tool for communication in business and society	Candidates will produce an **extensive analysis** of the impact of ICT as a tool for communication in business and society