

Unit Title:	Communicating in business
OCR unit number:	3
Level:	4
Credit value:	5
Guided learning hours:	24
Unit reference number:	J/503/6145

Unit aim and purpose

The aim of this unit is to develop an understanding of communication and how communication can facilitate and prevent effective communication which will enable learners to critically analyse and evaluate communication systems and processes within an organisation.

Learning Outcomes	Assessment Criteria	Teaching Content
<p>The Learner will:</p> <p>1 Understand the role of communication in organisations</p>	<p>The Learner can:</p> <p>1.1 Analyse the features of different models of business communications that support administrative management</p> <p>1.2 Evaluate the strengths and weaknesses of an organisation's communications system</p> <p>1.3 Recommend improvements to an organisation's communications that are consistent with its business objectives</p>	<p>Communication models</p> <ul style="list-style-type: none"> • Verbal v non-verbal • Shannon and Weaver – model of communication • Albert Mehrabian – non-verbal communication • Wilber Schram – communication process • Eric Byrne – transactional analysis <p>Communication systems</p> <ul style="list-style-type: none"> • Networks • Channels • Direction of communication • Interpersonal communication • Human aspect • System thinking <p>Barriers to communication</p> <ul style="list-style-type: none"> • Language • Medium • Organisational structure • Organisational culture • Technology

Learning Outcomes	Assessment Criteria	Teaching Content
2 Understand the principles of effective communication in organisations	2.1 Evaluate the appropriateness and efficiency of different communication channels and tools 2.2 Explain the basis for the selection of communication channels and tools 2.3 Explain the use of vertical, lateral or networked communication channels and tools 2.4 Explain how the use of clear and correct language supports effective communication	<ul style="list-style-type: none"> • Ethics Channels of communication Types of communication <ul style="list-style-type: none"> • Verbal • Non-verbal • Electronic Communication as a motivator Influence of <ul style="list-style-type: none"> • Message importance • Confidentiality • Legislation • Barriers • System design Communication flow <ul style="list-style-type: none"> • Within the hierarchy • Within and across teams/departments • Vertical • Top-down • Bottom-up Language <ul style="list-style-type: none"> • As part of body language • Clarity • Brevity • Intelligent • Comprehensible

Assessment

Centres may design their own assessment for this unit. However, a model assessment is available from the Level 4 Diploma in Business and Administration webpage:

<http://www.ocr.org.uk/qualifications/vocational-qualifications-qcf-business-and-administration-level-4-diploma-10337/>

The OCR model assessment includes:

- notes for tutors
- evidence requirements
- information on assessment expectations
- glossary for command verbs

Should centres design their own assessment, this **must be** accompanied by an Evidence Checklist to enable assessors and moderators to record and identify where, within the submitted assessment, each criterion and evidence requirement has been met.

Candidate work for this unit will be assessed by the centre and externally-moderated by OCR.

Evidence requirements

Candidates are expected to evidence the application of knowledge in their own working environment. Where this is not possible candidates can choose an organisation in which to apply their knowledge, providing this will allow all assessment criteria to be met.

Details of evidence requirements can be found in the OCR model assessments which support this unit. If centre-developed assessments are used, they must allow candidates to cover all of the evidence requirements detailed on the Evidence Checklist.

Evidence can be presented in a number of ways which can be determined by the centre. These decisions should take into account the accessibility of the assessment requirements by individual candidates and the bespoke nature of a candidate or candidate group.

Evidence could be presented through assessed presentations, assessor observations, professional discussions or word processed documents. Recordings of professional discussions are an acceptable form of evidence. All evidence submitted must be legible.

Candidates may be able to draw on previous experiences to demonstrate they can meet the assessment criteria and evidence requirements. In this instance a professional discussion supported by applicable documentation could be accepted as suitable and adequate evidence, on the provision that all relevant requirements are met.

Where assessor observations or professional discussions are carried out, the content of these must be detailed on a Witness Statement form. The Witness Statement form must be submitted with the candidate evidence. Witness Statement forms can be downloaded from the OCR L4 Diploma in Business and Administration webpage:

<http://www.ocr.org.uk/qualifications/vocational-qualifications-qcf-business-and-administration-level-4-diploma-10337/>.

Whilst observation and professional discussion are acceptable forms of evidence, we would not expect these to be the sole methods employed for evidencing a complete unit.

Evidence from related Level 4 NVQ units can be used to infer understanding of this unit's content where appropriate.

Guidance on assessment and evidence requirements

Candidates should be advised that incomplete evidence **should not** be submitted.

All evidence **must** be assessed by the centre before submitting to OCR for moderation. This should be indicated through a tick and/or feedback comment on each marking point. Assessors should check that there are no gaps in the evidence.

Centres must have an internal moderation process in place to ensure consistency of assessment, especially where there is more than one assessor in the assessment team. The internal moderator should sign the front cover of those assessments which have been included in the internal sampling process.

If candidates require a scribe, further guidance can be found in the JCQ document: *Access Arrangements, Reasonable Adjustments and Special Consideration 2012-2013* available at:

<http://www.icq.org.uk/exams-office/access-arrangements-and-special-consideration/regulations-and-guidance/access-arrangements-reasonable-adjustments-and-special-consideration-2012-2013>

Scribed work should be annotated with the scribe's initials.

OCR is unable to return candidate work to centres, so **centres should take a copy before submitting** work to OCR for moderation.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
CFABAA613	NA	Understand how to communicate in a business
CFABAA615	NA	Communicate in a business environment
CFABAA616	NA	Manage communications in a business

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	x	Representing		Use ICT systems	x
Reading	x	Analysing		Find and select information	x
Writing	x	Interpreting		Develop, present and communicate information	x

Resources

Hartley, P. and Chatterton, P. (2013) *Business Communication 2nd Edition* Routledge

www.cipd.co.uk

- CIPD factsheet – Employee Communication

www.businesscasestudies.co.uk

- Communication case studies

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.