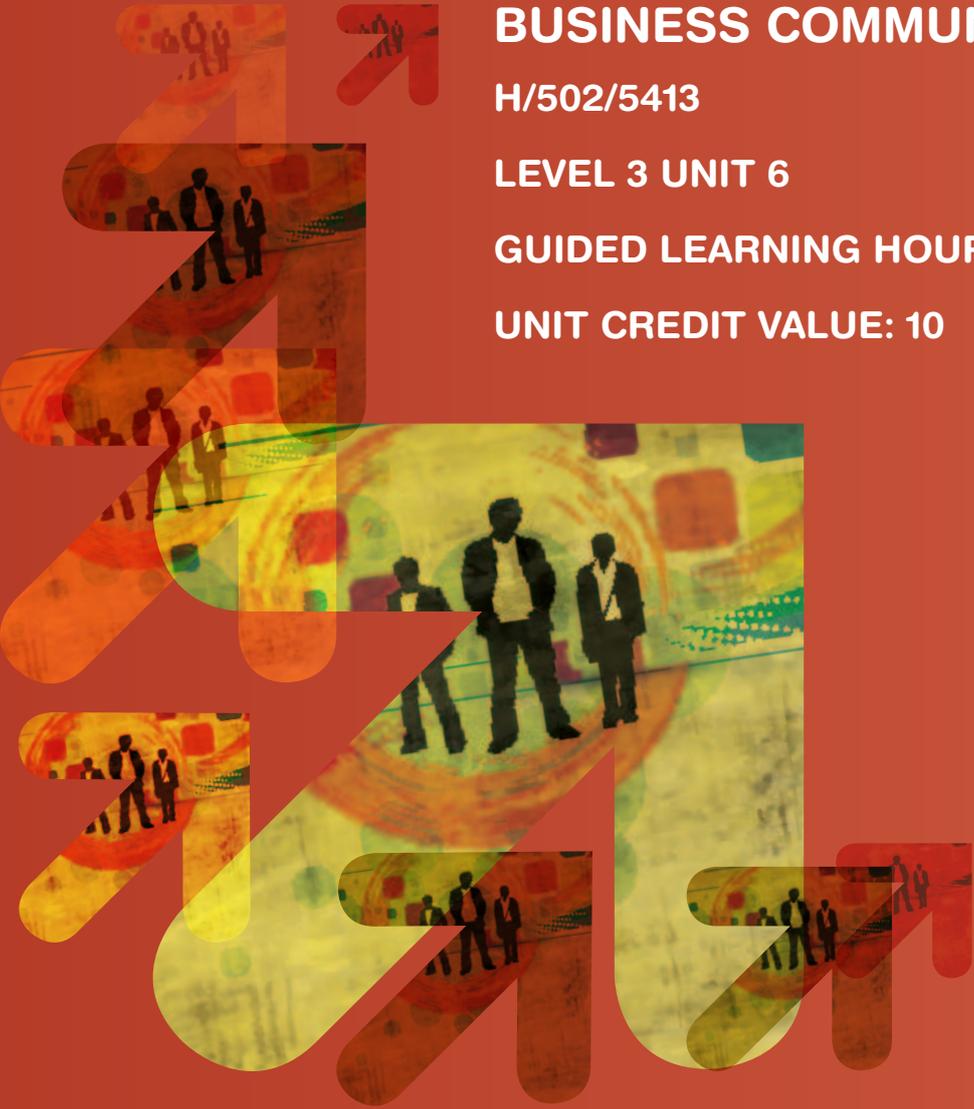




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OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN BUSINESS



BUSINESS COMMUNICATION

H/502/5413

LEVEL 3 UNIT 6

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



BUSINESS COMMUNICATION

H/502/5413

LEVEL 3 UNIT 6

AIM OF THE UNIT

Effective communication is a key area in terms of its contribution to business success. When studying this unit learners will gain a thorough understanding of the types of business information used both internally and externally by organisations and the methods used to communicate information to different audiences.

In this unit, learners will have the opportunity to develop, analyse and evaluate a range of methods used to communicate different types of business information and will understand the purpose of such communication. They will also produce and evaluate different types of business communication of their own.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO)		Pass	Merit	Distinction
The learner will:		The learner can:		
1	Understand different types of business information	P1 explain different types of business information, their sources and purposes		
2	Be able to present business information effectively	P2 present complex internal business information using three different methods appropriate to the user's needs	M1 analyse the advantages and disadvantages of three different methods used for communicating internal business information	D1 evaluate three different methods used to communicate complex internal business information and make recommendations for improvement
		P3 produce corporate communications		
		P4 evaluate the external corporate communications of an existing product or service	M2 recommend and justify improvements to the external corporate communications of an existing product or service	D2 produce an improved version of the corporate communications of an existing product or service
3	Understand the issues and constraints in relation to the use of business information in organisations	P5 explain the legal and ethical issues in relation to the use of business information		
		P6 explain the operational issues in relation to the use of business information		
4	Know how to communicate business information using appropriate methods	P7 outline electronic and non-electronic methods for communicating business information using examples for different types of audience		

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Learning Outcome 1 Understand different types of business information

- Types of business information: verbal (e.g. face-to-face, phone, recorded etc.); paper-based (e.g. reports, letters, magazines, books, newspapers etc.); on-screen (e.g. TV, computer, internet-based, phone)
- Sources of business information: internal areas of the organisation (e.g. financial, sales, production, marketing, customer services etc.) and external (e.g. market research, government etc.)
- Purpose of business information: internal (e.g. update knowledge; inform decision making; provide instructions or initiate action; persuade; clarify; share ideas, opinions, attitudes or beliefs) and external: (e.g. promote a product, service or idea; build relationships; persuade; clarify; share ideas, opinions, attitudes or beliefs).

Learning Outcome 2 Be able to present business information effectively

- Methods for internal business communication (e.g. PowerPoint presentation; web-based presentation; written report; graphs and charts; posters and notices; face to face meetings; video conference)
- Written format (e.g. font size, use of colours, layout, image resolution).
- Presentation skills (e.g. tone of voice and pitch, body language, talking to and engaging the audience)
- Information complexity (e.g. information relating to the strategic decision making process involving finance, marketing, people management, production)
- Methods for external corporate communication (e.g. written reports such as annual report, mission statement; advertising; press releases; packaging; logos; sponsorship; strap lines)
- Measuring effectiveness (e.g. communications objectives; target audience; choice of methods; determine budget; measuring results through turnover, profit, product awareness)
- Learning styles – visual, kinaesthetic, aural etc
- Specific needs of different audience types.

Learning Outcome 3 Understand the issues and constraints in relation to the use of business information in organisations

- Legal issues (e.g. monitoring of phone and e-mail communications, Acts such as Human Rights, Freedom of Information, Data Protection, confidentiality)
- Ethical issues (e.g. codes of conduct or practice for phone and e-mail use; whistle blowing; advertising issues such as misleading information, advertising to children etc)
- Security of information (e.g. information storage; backup policies and procedures; increasing levels of technology; operational costs).

Learning Outcome 4 Know how to communicate business information using appropriate methods

- Electronic: (e.g. e-mail, SMS, instant messages, touch screen, webpage, video conference, promotional DVD)
- Non-electronic: (e.g. letter, invoice, graphs and charts, face to face meetings)
- Types of audience/stakeholder groups: (e.g. management, employees, customers, both business to business and business to consumer, suppliers, competition, government, pressure groups, banks, trade unions).

DELIVERY GUIDANCE

Learning Outcome 1

Learners need to understand different types of business information, be able to differentiate between internal and external sources, and explain its purpose. In small groups they could research the types of information used across a variety of functional areas within a business. Each group could showcase examples of different types of business information; they could present this as a talk to the rest of the group, a wall chart with examples, or magazine article.

Learning Outcome 2

This learning outcome should include a lot of practical activities in order for learners to apply their knowledge. Tutors could use DVDs or case studies to illustrate how different organisations present and communicate complex business information effectively. For example, product launches for complex goods or services are a good example as the the audience may not have specialist knowledge. Therefore, the delivery has to be suitable for the audience, as well as containing the vital information required.

A group discussion on different methods of presenting information could produce some varying opinions. This could lead to identifying different learning styles; some learners may express a preference for aural presentations, whilst others may find this method unengaging. Learners could explore the effective use the chosen communication method – ‘death by PowerPoint’ being a recognised example of a useful tool being used in the wrong way.

Learners should create examples of corporate communication. For example, a press release, board paper, internal memo, product presentation or design for a logo. Tutors should provide some input outlining the range of communication methods, as indicated in the teaching content.

Tutors should provide guidance on how the effectiveness of external corporate communications is measured. For example, against set objectives, or how well it relates to the target audience. Learners could investigate the strengths and limitations of the external communication methods identified in the teaching content. Using case studies, learners could research the effectiveness of the external corporate communications for a range of different

organisations/products/services. They could then evaluate this information and think of ways for improvement.

Learning Outcome 3

Learners must understand the issues and constraints in relation to the use of business information. This should include the legal, ethical and operational issues relating to the use of business information. Initially this topic may require some formal input from the tutor, followed by research, either carried out individually by the learner or in small groups. When considering legal issues, learners could be encouraged to research relevant UK legislation and European directives.

Ethical concerns may represent a new concept for many learners and tutors should encourage group discussion in order to introduce and clarify the concept.

Case studies demonstrating legal and ethical issues in relation to the use of business information could be used. For example, learners could consider if the decision by the UK government to use the credit reference agency Experian in order to identify benefit fraud is both legal and ethical? Tutors should also provide input relating to operational issues of data storage, back-up procedures and how constant changes in technology impact on the types of information and the storage needs.

Learning Outcome 4

Within this unit learners must be able to present business information. Therefore, they will need to be able to select the most appropriate method of communication depending on the message, the purpose, and the audience. Learners will need to understand the use of electronic and non-electronic methods of communication, and when and where their use is appropriate. In small groups the learners could use the different types of business information identified in learning outcome 1 and suggest the types of audience where it would be utilised. This activity could then be developed further with the learners suggesting the method of communication used, and if it is electronic or non-electronic. The learners could then select a variety of organisations and undertake group research into the methods of communication used with their stakeholders.

SUGGESTED ASSESSMENT SCENARIOS AND TASK PLUS GUIDANCE ON ASSESSING THE SUGGESTED TASKS

P1, P7

Scenario and task:

The owner of a local business has contacted you to ask for help training their staff with regards to business communication. You have been asked to produce a fact sheet explaining different types of business information, where the information is obtained, what is its purpose and how it can be communicated.

different methods used for communicating internal business information.

D1 Following on from the Merit task above, evaluate three different methods used to communicate complex internal business information and make recommendations for improvement.

P5, P6

Scenario and task:

The business owner is concerned about the legal, ethical and operational issues relating to the use of business information and would like you to provide an overview of the issues and constraints involved.

P4, M2, D2

Scenario and task:

In order to improve your understanding of corporate communications, you decide to examine the external communications of an existing product or service. Produce an evaluation of the external communications of an existing product or service.

M2 Recommend and justify improvements to the external corporate communications of an existing product or service

D2 Produce an improved version of the corporate communications of an existing product or service

P2, P3, M1, D1

Scenario and task:

A local business has developed an exciting new product range which it expects will double turnover, require substantial investment and impact on staff through job changes, possible promotions and hiring of new staff. The owner needs your help to present the situation, using three different methods, to investors and current staff who are nervous about the changes to come.

M1 Before presenting the internal business information (i.e. to the staff) analyse the advantages and disadvantages of three

LINKS to NOS

CfA BAD322 Analyse and report data (Partial)

CfA BAA212 Design and produce documents in a business environment (Partial)

CfA BAA632 Using collaborative technologies (Partial)

CfA M&LE11 Communicate information and knowledge (Partial)



CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

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