

Unit Title:	Communicate in a business environment
OCR unit number:	1
Level:	3
Credit value:	4
Guided learning hours:	24
Unit reference number:	Y/506/1910

Unit aim and purpose

This unit aims to develop the knowledge and skills required to communicate in a business environment. Upon completion of this unit, learners will be able to communicate in business both in writing and verbally.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand business communication models, systems and processes	The Learner can: 1.1 Analyse the communication needs of internal and external stakeholders 1.2 Analyse the different communication models that support administration 1.3 Evaluate the effectiveness of different communication systems 1.4 Explain the factors that affect the choice of communication media 1.5 Explain the importance of using correct grammar, sentence structure, punctuation, spelling and conventions in business communications 1.6 Explain the factors to be taken into account in planning and structuring different communication media	Stakeholders may include: <ul style="list-style-type: none"> • Shareholders • Directors • Colleagues and managers • Customers • The local community in which a business operates • Standards agencies Communication systems may include: <ul style="list-style-type: none"> • Telephone • Email • Face-to-face • Letter • Internet • Social media

Learning Outcomes	Assessment Criteria	Additional Guidance
	1.7 Explain ways of overcoming barriers to communication 1.8 Explain the use of communications theories and body language 1.9 Explain proof-reading techniques for business communications	
2 Be able to communicate in writing in business	2.1 Identify the purpose and audience of the information to be communicated 2.2 Select communication media that are appropriate to the audience and information to be communicated 2.3 Present information in the format, layout and style that is appropriate to the information to be communicated 2.4 Follow agreed business practices when communicating in writing 2.5 Adapt the style and content of a communication, appropriate to specific audiences 2.6 Present written communications that are clear, expressed in correct grammar and reflect what is intended 2.7 Meet agreed deadlines in communicating with others	Agreed business practices may include house styles, and in line with organisational policies
3 Be able to communicate verbally in business	3.1 Identify the nature, purpose, audience and use of the information to be communicated 3.2 Use language that is correct and appropriate for the audience's needs 3.3 Use appropriate body language and tone of voice to reinforce messages 3.4 Identify the meaning and implications of information that is communicated verbally 3.5 Confirm that a recipient has understood correctly what has been communicated	

Learning Outcomes	Assessment Criteria	Additional Guidance
	3.6 Respond in a way that is appropriate to the situation and in accordance with organisational policies and standards	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

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
Business & Administration (2013) National Occupational Standards:	CFABAA613	<ul style="list-style-type: none"> Understand how to communicate in a business environment
	CFABAA614	<ul style="list-style-type: none"> Prepare to communicate in a business environment
	CFABAA615	<ul style="list-style-type: none"> Communicate in a business 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.