

Unit Title:	Principles of business communication and information
OCR unit number:	3
Level:	3
Credit value:	4
Guided learning hours:	27
Unit reference number:	R/506/1940

Unit aim and purpose

This unit aims to develop knowledge and understanding regarding the key principles of business communication and information. Upon completion of this unit, learners will have developed an understanding of a variety of business principles, including negotiation in a business environment, the development and delivery of presentations, the creation of bespoke business documents, and the use of information systems.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand negotiation in a business environment	The Learner can: 1.1 Explain the importance of negotiation in a business environment 1.2 Explain the features and uses of different approaches to negotiation 1.3 Identify the components of negotiation tactics	Approaches to negotiation may include: <ul style="list-style-type: none"> • Breaking down the negotiation into parts • Taking control • Prioritising • Researching and questioning • Dealing with barriers and ultimatums
2 Understand how to develop and deliver presentations	2.1 Explain the different types of presentation and their requirements 2.2 Explain how different resources can be used to develop a presentation 2.3 Explain different methods of giving presentations 2.4 Explain best practice in delivering presentations 2.5 Explain how to collect and use feedback on a presentation	Presentations can be electronic or paper based methods of delivering a message to individuals or a group
3 Understand how to create bespoke business documents	3.1 Explain the characteristics of bespoke documents 3.2 Explain the factors to be taken into account in creating and presenting bespoke documents	

Learning Outcomes	Assessment Criteria	Additional Guidance
	3.3 Explain the legal requirements and procedures for gathering information for bespoke documents 3.4 Explain techniques to create bespoke business documents 3.5 Explain how to gain approval of bespoke documents	Techniques should cover the methods used including software and in house processes
4 Understand information systems in a business environment	4.1 Explain the typical stages of information system development 4.2 Analyse the benefits and limitations of different information systems 4.3 Explain legal, security and confidentiality requirements for information systems in a business environment 4.4 Explain how to monitor the use and effectiveness of an information system	Information systems may include: <ul style="list-style-type: none"> • hardware • software • infrastructure

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:	CFABAA211	<ul style="list-style-type: none"> • Produce documents in a business environment
	CFABAA617	<ul style="list-style-type: none"> • Develop a presentation
	CFABAA623	<ul style="list-style-type: none"> • Deliver a presentation
	CFABAD111	<ul style="list-style-type: none"> • Support the design and development of information systems
	CFABAD112	<ul style="list-style-type: none"> • Design and develop an information system

	CFABAD121	• Support the management and development of an information system
	CFABAD122	• Manage and evaluate information systems

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 .