

Unit Title:	Planning and delivering business communication activities
OCR unit number:	12
Credit value:	6
Level:	4
Guided learning hours:	55
Unit reference number:	D/504/1285

## Unit aim and purpose

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By completing this unit the learner will understand how to plan business communication activities and be able to communicate information verbally and in writing in a business environment. The unit will prepare learners to contribute and lead discussions with senior colleagues, peers and clients in a professional business context.

Learning Outcomes	Assessment Criteria
<p><b>The Learner will:</b></p> <p>1 Understand how to plan business communication activities</p>	<p><b>The Learner can:</b></p> <p>1.1 Identify the purpose, the intended audience and desired outcomes of a communication activity</p> <p>1.2 Assess the effectiveness of business communications in achieving their purpose and desired outcomes</p> <p>1.3 Explain the purpose of and when to keep a file copy of what information has been communicated</p> <p>1.4 Explain the importance of reviewing written communications for errors and mistakes</p>
<p>2 Be able to produce written business communications</p>	<p>2.1 Prepare written communication using language as appropriate for the purpose, audience and desired outcomes including accurate grammar, spelling and punctuation, and plain English</p> <p>2.2 Present written information in a structure and style as appropriate for the purpose, audience and desired outcomes</p>
<p>3 Understand how to communicate verbally in a business environment</p>	<p>3.1 Explain how to adapt own verbal contributions to professional discussions as appropriate to the audience, purpose of discussion, and the situation</p> <p>3.2 Explain what body language and tone of voice to adopt for a specific audience and the situation</p>
<p>4 Be able to communicate information verbally to the business environment</p>	<p>4.1 Present information and ideas verbally so that they are clear, accurate, convincing and/or persuasive</p> <p>4.2 Lead professional discussions to achieve pre-defined objectives</p> <p>4.3 Adopt appropriate active listening techniques to gain information from others</p> <p>4.4 Deliver well-argued responses to questions appropriate to the situation and audience</p>

## Assessment

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This unit is internally assessed by the centre and externally moderated by OCR.

## Evidence requirements

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Candidates must produce evidence that meets all of the Assessment Criteria.

It is not necessary for candidates to meet all the criteria every time they carry out an activity, but **it is necessary that all candidates produce evidence to demonstrate they have met all assessment criteria.** There must be sufficient evidence for centre assessors to be able to confirm that the candidate is competent in their working environment.

## Additional information

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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](http://www.ocr.org.uk).