

Unit Title:	Communicate in a business environment
OCR unit number	409
Sector unit number	M/601/2562
Level:	4
Credit value:	3
Guided learning hours:	25

Unit purpose and aim

This unit is about being able to communicate with other people in a business environment clearly, convincingly, and persuasively, in writing and verbally, using language in a variety of formats, styles and tones.

Learning Outcomes	Assessment Criteria	Exemplification
<p>The Learner will:</p> <p>1. Understand the purpose of planning communication</p>	<p>The Learner can:</p> <p>1.1 Explain the benefits of knowing the purpose of communications for</p> <p>a) individuals</p> <p>b) organisations</p> <p>1.2 Explain the purpose of knowing the intended outcomes of communications</p> <p>1.3 Explain the advantages and disadvantages of using particular methods of communication in differing situations</p>	<p>Learning outcomes 1 to 4 must be assessed using methods appropriate to the assessment of knowledge and understanding. A holistic approach to assessment should be adopted so that one piece of evidence covers more than one learning outcome and several assessment criteria.</p>
<p>2. Understand how to communicate in writing</p>	<p>2.1 Identify relevant sources of information that may be used when preparing written communication</p> <p>2.2 Describe ways of finding and extracting key points from sources of information for written communication</p> <p>2.3 Explain the purpose of written communication principles for using electronic forms of written communication in a business environment</p>	

	<p>2.4 Explain different styles and tones of language and situations when they may be used</p> <p>2.5 Explain how to select the right tone and style for written communication</p> <p>2.6 Explain the purpose of selecting and using language that suits the purpose of written communication</p> <p>2.7 Describe ways of organising, structuring and presenting written information so it meets the needs of different audiences</p> <p>2.8 Describe ways of checking information for accuracy of content</p> <p>2.9 Explain the purpose of accurate use of grammar, punctuation and spelling</p> <p>2.10 Explain what is meant by plain English, and why it is used</p> <p>2.11 Explain the purpose of proofreading and checking written communications</p> <p>2.12 Explain the purpose of recognising work that is 'important' and work that is 'urgent', and ways of doing so</p> <p>2.13 Describe organisational procedures for saving and filing written communications</p>	
<p>3. Understand how to communicate verbally</p>	<p>3.1 Describe ways of verbally presenting information and ideas in a way that is clear, convincing or persuasive</p> <p>3.2 Describe ways of leading discussions to achieve objectives</p> <p>3.3 Explain ways of adapting verbal contributions to suit different audiences,</p>	

	<p>purposes and situations</p> <p>3.4 Explain how to use and interpret body language and tone of voice</p> <p>3.5 Describe methods of active listening and the benefits of doing so</p> <p>3.6 Explain how to use language to suit different audiences and situations</p> <p>3.7 Explain the purpose of seeking ideas and opinions from others, and for taking these into account</p> <p>3.8 Give reasons why barriers to verbal communication may occur</p> <p>3.9 Describe strategies for overcoming barriers to verbal communication</p> <p>3.10 Explain the purpose of summarising verbal communication</p>	
4. Understand the purpose and value of feedback in developing communication skills	<p>4.1 Explain ways of getting feedback on whether communications have achieved their purpose</p> <p>4.2 Explain the purpose and benefits of using feedback to further develop communication skills</p>	
5. Be able to plan communication	<p>5.1 Identify the purpose of communications, the audience(s) and the outcomes to be achieved</p> <p>5.2 Decide on the level of formality / informality for different types of situations</p> <p>5.3 Decide on the style and method of communication for different types of situations</p>	Assessment should be planned to maximise the opportunities for the candidate to demonstrate their ability to communicate in a business environment.
6. Be able to communicate in writing	<p>6.1 Identify sources of information that support the purpose of written communications</p> <p>6.2 Evaluate information to extract points that support the purpose of written</p>	

	<p>communications</p> <p>6.3 Select the style and tone needed for written communications to support their purpose</p> <p>6.4 Present information using a format, layout, style and house style suited to the subject matter, work situation and method of written communication</p> <p>6.5 Use language that meets differing purposes and objectives of the written communications, and the needs of different audiences</p> <p>6.6 Organise, structure and present information so that it is clear and accurate, and meets the needs of different audiences</p> <p>6.7 Use accurate grammar, spelling and punctuation, and plain English to make sure that meaning is clear</p> <p>6.8 Proofread and check written communications and make amendments, as required</p> <p>6.9 Recognise the difference between what is 'important' and what is 'urgent'</p> <p>6.10 Produce written communications to meet deadlines</p> <p>6.11 Keep a file copy of written communications sent</p>	
<p>7. Be able to communicate verbally</p>	<p>7.1 Verbally present information and ideas to others so that they are clear, accurate, convincing and / or persuasive</p> <p>7.2 Lead discussion(s) to achieve objectives</p> <p>7.3 Adapt verbal contributions to discussions to suit audience, purpose and situation</p>	

	<p>7.4 Use body language and tone to meet the needs of audience, purpose and situation</p> <p>7.5 Actively listen to information given by other people</p> <p>7.6 Ask relevant questions to clarify own understanding, as required</p> <p>7.7 Make relevant, well-argued responses using language to suit audience(s) and situation(s)</p> <p>7.8 Give others opportunities to verbally contribute ideas and opinions and take these into account</p> <p>7.9 Overcome barriers to verbal communication, where required</p> <p>7.10 Summarise verbal communication(s) and make sure that the correct meaning has been understood</p>	
8. Be able to identify and agree ways of further developing communication skills	<p>8.1 Get feedback to confirm whether communications have achieved their purpose</p> <p>8.2 Use feedback to identify and agree ways of further developing own communication skills</p>	

Assessment

This unit is centre assessed and externally verified. A holistic approach to assessment should be adopted so that one piece of evidence covers more than one learning outcome and several assessment criteria and where appropriate, provides evidence across several units. Your assessor will use a range of assessment methods which may include:

- observation of performance in the work environment
- examination of work products
- questioning the learner
- discussing with the learner
- use of others (witness testimony)
- looking at learner statements
- recognising prior learning

Evidence requirements

A range of evidence should be gathered to cover the Learning Outcomes and Assessment Criteria. Examples may include:

- Information sources
- Draft communications
- Amended documents
- Emails
- Memos
- Letters
- Reports
- Presentations
- Minutes of meetings
- Feedback on performance
- Action/development plan

Guidance on assessment and evidence requirements

Refer to sections on Assessment and Evidence requirements above.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS BAA616 Communicate in a business environment.

Functional skills signposting

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

Link to functional skills standards <http://www.qcda.gov.uk/15565.aspx>

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

Resources

Access to a working environment with associated equipment and resources

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 .