

Unit Title:	Communicate in a business environment
OCR unit number	309
Sector unit number	K/601/2527
Level:	3
Credit value:	3
Guided learning hours:	14

Unit purpose and aim

This unit is about being able to select and use information and different styles of communication, in order to communicate clearly, accurately and effectively, in writing and verbally, with other people in a business environment.

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 communication</p> <p>1.2 Explain the reasons for knowing the audience to whom communications are presented</p> <p>1.3 Explain the purpose of knowing the intended outcomes of communications</p> <p>1.4 Describe different methods of communication and when to use them</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 Explain the communication principles for using electronic forms of written communication in a business environment</p> <p>2.3 Explain different styles and tones of language and situations when they may be used for written</p>	

	<p>communications</p> <p>2.4 Explain the reasons for selecting and using language that suits the purpose of written communication</p> <p>2.5 Describe ways of organising, structuring and presenting written information so it meets the needs of different audiences</p> <p>2.6 Describe ways of checking written information for accuracy of content</p> <p>2.7 Explain the purpose of accurate use of grammar, punctuation and spelling in written communication</p> <p>2.8 Explain what is meant by plain English, and why it is used</p> <p>2.9 Explain the purpose of proofreading and checking work</p> <p>2.10 Explain the purpose of recognising work that is 'important' and work that is 'urgent'</p> <p>2.11 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 clearly</p> <p>3.2 Explain ways of making contributions to discussions that help to achieve objectives</p> <p>3.3 Describe ways of adapting verbal contributions to suit different audiences, purposes and situations</p> <p>3.4 Describe how to use and interpret body language</p> <p>3.5 Describe how to use and interpret tone of voice</p>	

	<p>3.6 Describe methods of active listening</p> <p>3.7 Describe the benefits of active listening</p> <p>3.8 Explain the purpose of summarising verbal communication</p>	
4. Understand the purpose and value of feedback in developing communication skills	<p>4.1 Describe ways of getting feedback on whether communications 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 and the audience(s)</p> <p>5.2 Select methods of communication to be used</p> <p>5.3 Confirm methods of communication, as required</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 Find and select information that supports the purpose of written communications</p> <p>6.2 Present information using a format, layout, style and house style suited to the purpose and method of written communications</p> <p>6.3 Use language that meets the purpose of written communications and the needs of the audience</p> <p>6.4 Organise structure and present written information so that it is clear and accurate, and meets the need of different audiences</p> <p>6.5 Use accurate grammar, spelling and punctuation, and plain English to make sure that meaning of written communication is clear</p> <p>6.6 Proofread and check written communications and make amendments, as</p>	

	<p>required</p> <p>6.7 Confirm what is 'important' and what is 'urgent'</p> <p>6.8 Produce written communications to meet agreed deadlines</p> <p>6.9 Keep a file copy of written communications sent</p>	
7. Be able to communicate verbally	<p>7.1 Verbally present information and ideas to others clearly and accurately</p> <p>7.2 Make verbal contributions to discussion(s) that suit the audience, purpose and situation</p> <p>7.3 Use body language and tone to meet the needs of the audience, purpose and situation</p> <p>7.4 Actively listen to information given by other people, and make relevant verbal responses</p> <p>7.5 Ask relevant verbal questions to clarify own understanding, as required</p> <p>7.6 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 communication has achieved its 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 searches
- 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 BAA615 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 .