

Communication, the ability to understand and carry out verbal and written instructions accurately, lies at the heart of the most basic job role. Employees must be able to communicate effectively with many different stakeholders including colleagues, supervisors, subordinates and customers. Successful communication includes written, electronic and verbal communication both within and outside of the business.

In this assignment you will begin to develop your communication skills in the working context. You will learn how to understand and carry out verbal instructions. You will also need to understand the importance of accurate verbal, electronic and written communication and how interpersonal skills impact a business both internally and externally.

By the end of this unit you should:

- Understand the purpose of communication in business contexts
- Be able to use oral communication in business contexts
- Be able to complete and use written business documents
- Be able to use inter-personal and non-verbal business communication skills

Tasks to be completed

	Evidence Indicator
<p>1. Introduction to Communication</p> <ul style="list-style-type: none"> • To do: Explain what is meant by communication. Explain why effective communication is important to the successful running of a business. Discuss the different forms of communication which take place in the business world (Verbal, Written and Electronic, Formal and Informal, Open and Closed, Internal and External). • Types of Communication used in Business include: Letter, Memo, Phone, e-mail, Fax, Video conferencing, Website, Notice board, Meetings, Interviews, PA system, Informal conversation, Adverts, Meeting minutes, Newsletters <p>Handy hint: Complete the table listing the advantages and disadvantages of each form of communication.</p>	P1

<p>2. The purpose of Communications</p> <ul style="list-style-type: none"> • You will be given 4 different Business Communication examples. Take each example in turn and write in detail about: <ul style="list-style-type: none"> a) Business Environment: Explain the background of the document. Describe the Business environment. What type of Business has written the document? What do they do? Which sector are they in? etc. b) Purpose: Explain why this document has been written. Who is communicating with whom? What is the documents purpose Eg to inform, to confirm, to promote, to make a request, to instruct etc. c) Context: Explain how the document is used to communicate. What type of communication is used in this example: Formal or Informal, Internal or External, Open or Closed, Verbal, Written, Electronic. When would this document be used in Business? E.g. telephone contacts, meetings, technical enquiries, communication with supervisor, colleagues, customers, complaints, presentations, confidentiality. 	P1
<p>3. Document appropriateness and layout</p> <ul style="list-style-type: none"> • Explain why each Business Communication example document from task 2 is relevant for the Purpose and Context. • Research, Find, and Design your own versions of each document. Annotate the examples and explain why the layout is relevant for the Purpose and Context. 	M2
<p>4. Responding to Verbal Instructions</p> <ul style="list-style-type: none"> • You will be placed in Business teams. You will be given a variety of tasks that you need to complete. You will be watched and assessed performing these tasks. Your individual assessment will be based upon your verbal contribution to the group. You will be also assessed on your ability to: <ul style="list-style-type: none"> • Listen to, make notes on and follow verbal instructions. • Carry out instructions to a specified standard and time. • Confirm your understanding and seek clarification when necessary. <p>Handy hint: On the day you carry out the task, you should dress in an appropriate business manner and follow formal Business Conventions (Formal language, body language etc.) You should take it in turns to verbally contribute to the meeting so that all members of your group have photographic evidence for their coursework. Make clear notes to record your own verbal contributions to the group. You will need them to complete the next task.</p>	P2/ P3/ P5

<p>5. Your contribution to group discussions</p> <ul style="list-style-type: none"> • How did your verbal contributions in the group task above, contribute to the success of the team? How could your contributions have been more effective? Consider: Responding appropriately to others, Checking that the instructions given / received had been understood, Suggesting possible courses of action, Moving a discussion forward. • Explain how your own participation in the one to one task contributed to the success of the team. How did you make sure you understood / remembered the verbal instructions that you were given. What would you do differently next time? 	P3
<p>6. Making individual contributions to group discussions</p> <ul style="list-style-type: none"> • To do: You need to write about Verbal Contributions. Why is effective Verbal Communication important in Business? List and explain different situations to show how Verbal Communication is used in business. This should include examples from your own personal experience. <p>Handy hint: Consider group and one to one situations. Communication is a 2 way process. It involves listening as well as speaking.</p>	M1
<p>7. Three example Business documents</p> <p>Written communication impacts on every aspect of successful business organisation. You will be given examples of 3 key documents which Businesses use to Communicate (A memo, An Agenda and Meeting Minutes).</p> <ul style="list-style-type: none"> • To do: Explain the purpose and how each document is used in business. Why is this document important? Discuss how and why accuracy and good presentation are vital and help the communication process Explain what would be the consequences if the documents were poorly laid-out or inaccurate 	P4
<p>8. Producing Business Documents</p> <ul style="list-style-type: none"> • This is linked to task 7. You will be given a group business scenario which requires written communications to be produced. • You need to produce and complete 3 of your own Communication documents to convey the scenario messages. • Marks will be awarded on appropriate layout and accuracy. 	P4

<p>9. Commenting on your Business Documents</p> <ul style="list-style-type: none"> For the documents that you produced in task 8, write a section explaining why you decided to choose these particular forms of communication to convey the message. Also explain why you chose the particular layouts for each document and how you ensured that the messages were accurate (evidence of redrafting of your documents with annotations will help you to gain higher marks). 	M2
<p>10. Interpersonal and non-verbal skills</p> <p>It is not just what we say that is important, but also how we say it. ,</p> <ul style="list-style-type: none"> Explain what is meant by Interpersonal skills and non-verbal communication. How can poor interpersonal skills confuse the message that is being given? Give examples from your own experience. How can non-verbal communication strengthen or weaken the message? Give examples from your own experience. <p>Consider: Employees communicate with their colleagues, managers, customers, suppliers etc.</p>	P5 M3
<p>TO GAIN A DISTINCTION</p> <ul style="list-style-type: none"> To achieve a Distinction, you must firstly complete the Pass and Merit criteria above. You will then be provided with a business scenario. Both of the Distinction criteria below are based upon this scenario. 	
<p>11. Analyse the effectiveness of oral and written communications in a business context</p> <ul style="list-style-type: none"> You need to analyse and explain how effective the verbal and written communications are in the example. What is effective? How could they be improved? 	D1
<p>12. Evaluate the importance of effective interpersonal and non-verbal communication</p> <ul style="list-style-type: none"> You need to evaluate how important interpersonal and non-verbal communication skills are in the business scenario example. What is effective? How could they be improved? 	D2

Grading Grid

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all of the learning outcomes for the unit.

The criteria for a pass grade describe the level of achievement required to pass this unit.

Grading Criteria		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
<p>P1 describe, using examples, the purpose of business communications in four different business contexts</p> <p>P2 respond to oral instructions conveying a series of routine business tasks</p> <p>P3 make an individual contribution to a group discussion relating to business tasks and record the outcomes of the discussion</p> <p>P4 produce three documents of different types to support straightforward business tasks</p> <p>P5 demonstrate interpersonal and non-verbal communication skills when demonstrating business communications.</p>	<p>M1 explain how oral communications can be used in business situations</p> <p>M2 give reasons for selecting appropriate documents and layouts for business purposes</p> <p>M3 explain the interpersonal and non-verbal communication skills used to support effective communication.</p>	<p>D1 analyse the effectiveness of oral and written communications in a given business context</p> <p>D2 evaluate the importance of effective interpersonal and non-verbal communication skills in a given business context.</p>