

**Unit Title:** Understanding and maintaining effective business relationships

OCR unit number: 42

Sector unit number: PS13

Level: 4

Credit value: 5

Guided learning hours: 50

Unit reference number: D/505/4585

## Unit aim and purpose

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By completing this unit the learner will understand and be able to maintain professional relationships with internal and external stakeholders.

Learning Outcomes	Assessment Criteria
<b>The Learner will:</b> 1 Understand the aim and purpose of the management accounting function	<b>The Learner can:</b> 1.1 Analyse the differences between the management accounting function and the financial accounting function in an organisation 1.2 Explain how management accounting information benefits the organisation
2 Understand why an organisation uses external professional advisors	2.1 Explain the role of external professional advisors and the benefits they provide to an organisation
3 Be able to communicate effectively with internal and external stakeholders	3.1 Communicate with internal and external stakeholders using language and tone appropriate to the relationship 3.2 Clearly articulate key messages face to face, over the phone and on email 3.3 Evaluate own role in a particular communication situation or process 3.4 Identify ways to communicate more effectively in future communication situations
4 Understand how to build productive working relationships with internal and external stakeholders	4.1 Identify a situation where the preferred outcome of other parties/stakeholders differs from own 4.2 Explain the importance of understanding stakeholders' priorities and objectives when building relationships 4.3 Consider how the different perspectives are resolved
5 Understand that the way an individual communicates is important when attempting to influence the behaviour of	5.1 Explain how the language and tone used when communicating can influence the behaviour of others 5.2 Explain how to use persuasion when communicating to reach a mutually agreeable outcome

Learning Outcomes	Assessment Criteria
others	

## 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).