| | |
|---|---|
| **Unit Title:** | **Communication in a business environment** |
| OCR unit number: | 15 |
| Level: | 2 |
| Credit value: | 3 |
| Guided learning hours: | 19 |
| Unit reference number: | H/506/1893 |

## Unit aim and purpose

This unit aims to develop the knowledge and skills required to communicate in a business environment. Upon completion of this unit, learners will be able to produce written business communications and will be able to communicate verbally in business environments.

| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|---|---|
| **The Learner will:**<br>1 Understand the requirements of written and verbal business communication | **The Learner can:**<br>1.1 Explain why different communication methods are used in the business environment<br>1.2 Describe the communication requirements of different **audiences**<br>1.3 Explain the importance of using correct grammar, sentence structure, punctuation, spelling and **conventions** in business communications<br>1.4 Explain the importance of using appropriate body language and tone of voice when communicating verbally | **Audiences** may include but are not exclusive to:<br>• Internal – colleagues, managers, other departments<br>• External – individuals, companies<br><br>**Conventions** refer to specific presentation styles used by an organisation or sector |
| 2 Be able to produce written business communications | 2.1 Identify the nature, purpose, audience and use of the information to be communicated<br>2.2 Use **communication channels** that are appropriate to the information to be communicated and the audience<br>2.3 Present information in the format that meets the brief | **Communication channels** are the means by which messages and information flow within organisations |

© OCR 2014

| Learning Outcomes | Assessment Criteria | Additional Guidance |
|---|---|---|
| | 2.4 Adhere to agreed business communication **conventions** and degree of formality of expression when producing documents<br>2.5 Produce **business communications** that are clear, accurate and correct<br>2.6 Meet agreed deadlines in communicating with others | **Business communications** should include emails, newsletters, social media, reports, letters/mailings |
| 3 Be able to communicate verbally in business environments | 3.1 Identify the nature, purpose, recipient/s and intended use of the information to be communicated<br>3.2 Use language that is appropriate for the recipient's needs<br>3.3 Use body language and tone of voice to reinforce messages<br>3.4 Identify the meaning and implications of information that is communicated verbally<br>3.5 Confirm that a recipient has understood correctly what has been communicated<br>3.6 Respond in a way that is appropriate to the situation and in accordance with organisational policies and standards | |

## Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

## Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

## National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.


© OCR 2014

| Occupational standards | Unit number | Title |
|---|---|---|
| Business & Administration (2013) National Occupational Standards: | CFABAA613<br><br>CFABAA614<br><br>CFABAA615 | • Understand how to communicate in a business environment<br>• Prepare to communicate in a business environment<br>• Communicate in a business environment |

## 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 .