



Oxford Cambridge and RSA

## OCR Level 7 NVQ Diploma in Management – Unit 13

Unit Title:	Support the culture of an organisation (B9)
OCR Unit Number:	13
Unit Number:	M/600/9614
Level:	6
Credit value:	5
Guided learning hours:	30

### Unit purpose and aim

This unit helps learners to understand organisational culture to ensure the achievement of business objectives.

Learning Outcomes	Assessment Criteria	Exemplification
1 Understand the concept of organisational culture	<p>1.1 Explain different definitions of organisational culture</p> <p>1.2 Evaluate internal and external factors that can influence organisational cultures</p>	<p>This may include:</p> <ul style="list-style-type: none"><li>• What is meant by organisational culture</li><li>• How different organisations seek to develop different cultures and how these vary</li><li>• The relationship between organisational culture, strategy and performance</li><li>• The internal and external factors that influence organisational culture</li><li>• Methods of evaluation</li></ul>
2 Be able to agree values and objectives in support of an organisation's culture	<p>2.1 Analyse the culture and objectives of an organisation</p> <p>2.2 Communicate agreed values and objectives across an organisation</p> <p>2.3 Reflect on personal behaviours and actions that reinforce agreed values</p>	<p>This may include:</p> <ul style="list-style-type: none"><li>• The current culture, vision and objectives of their organisation</li><li>• The importance of values in underpinning individual and organisational performance</li><li>• Needs and interests of key stakeholders</li><li>• Legal regulatory and ethical requirements in the sector</li><li>• Effective methods of communicating values and objectives and consistently reinforcing the same messages</li></ul>

Learning Outcomes	Assessment Criteria	Exemplification
		<ul style="list-style-type: none"> <li>• How own behaviours can reinforce organisational values</li> <li>• How to reinforce positive values and behaviours.</li> </ul>
3 Be able to monitor objectives and their effectiveness	3.1 Monitor the values and objective effectiveness against the business objectives and implement any necessary change	<p>This may include:</p> <ul style="list-style-type: none"> <li>• Values and behaviours that are consistent and inconsistent with business objectives</li> <li>• How to deal with values and behaviours that are inconsistent with the objectives of the organisation.</li> </ul>

## Assessment

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This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which will need to be made available to the OCR external verifier.

Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. Assessment must be based on naturally occurring evidence from the workplace.

## Evidence requirements

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In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities. Simulation is not allowed for this unit.

## Guidance on assessment and evidence requirements

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You should consult with your assessor to agree the most appropriate sources of evidence available to you in your environment. Examples of possible sources of evidence are shown below but this is not a definitive list nor are the examples shown mandatory:

- Personal reports explaining the steps you took to research and develop organisational culture
- Feedback from colleagues in respect of your own contribution to demonstrating appropriate values
- Records of professional discussion with your assessor
- Mission and value statements that you have created on behalf of your organisation
- Customer service or other charters that you have created
- Feedback from stakeholders

## Details of relationship between the unit and national occupational standards

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This unit is based on the NOS produced by the Management Standards Centre (MSC)

Management and Leadership NOS unit B9, Develop the culture of your organisation.

**NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).**

## Resources

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Stationery or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work. For example:

- [www.thetimes100.co.uk](http://www.thetimes100.co.uk)
- CIPD Executive Briefing, *Vision and Values: organisational culture and values* as a source of competitive advantage, by John Purcell, Sue Hutchinson, Nick Kinnie, Juani Swart and Bruce Rayton. CIPD Bookshop

## 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)

## OCR Level 7 NVQ Diploma in Management

### Evidence Record Sheet

#### Unit 13 Support the culture of an organisation (B9)

I confirm that the evidence provided is a result of my own work.

Signature of candidate: \_\_\_\_\_ Date: \_\_\_\_\_

Evidence reference	Evidence title	Assessment method	LO1		LO2			LO3
			1.1	1.2	2.1	2.2	2.3	3.1

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: \_\_\_\_\_ Name (in block capitals): \_\_\_\_\_ Date: \_\_\_\_\_

Countersignature of qualified assessor (if required) and date: \_\_\_\_\_

IV initials (if sampled) and date: \_\_\_\_\_ Countersignature of qualified IV (if required) and date: \_\_\_\_\_

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