

## Unit 301

## Communicate in a business environment

<b>UAN:</b>	<b>Y/506/1910</b>
<b>Level:</b>	3
<b>Credit value:</b>	4
<b>GLH:</b>	24
<b>Relationship to NOS:</b>	<p>This unit is linked to the Business &amp; Administration (2013) National Occupational Standards:</p> <ul style="list-style-type: none"><li>• CFABAA613 Understand how to communicate in a business environment</li><li>• CFABAA614 Prepare to communicate in a business environment</li><li>• CFABAA615 Communicate in a business environment.</li></ul>
<b>Assessment requirements specified by a sector or regulatory body:</b>	All Assessment Criteria must be met and assessed in line with Skills CFA Assessment Strategy.
<b>Aim:</b>	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 communicate in business both in writing and verbally.

<b>Learning outcome</b>
The learner will: 1. Understand business communication models, systems and processes.
<b>Assessment criteria</b>
The learner can: 1.1 analyse the communication needs of internal and external <b>stakeholders</b> 1.2 analyse the different <b>communication models</b> that support administration 1.3 evaluate the effectiveness of different communication systems 1.4 explain the factors that affect the choice of communication media 1.5 explain the importance of using correct: a. <b>grammar</b> b. sentence structure

c. **punctuation**

d. **spelling**

e. conventions

in business communications

1.6 explain the **factors** to be taken into account in planning and structuring different communication media

1.7 explain ways of overcoming **barriers** to communication

1.8 explain the use of communications theories and body language

1.9 explain **proof-reading techniques** for business communications.

## Assessment Guidance

### Stakeholders:

Internal

- managers
- colleagues
- shareholders

External

- suppliers
- customers
- lenders

### Communication models:

- one-to-one
- cascade
- round table meeting
- group meeting
- webinar (across continents)

### Grammar:

- nouns - name of person/place eg London, John
- pronouns - instead of noun eg instead of saying 'John' refer to 'him' or 'he'
- verbs - doing things eg 'run'
- adverbs - is a verb executed eg 'he ran quickly'
- adjectives - description of nouns eg reality television

### Punctuation:

- full stops (.)
- commas (,)
- apostrophes (')

### Spelling:

Examples below demonstrate how a similar word has a different meaning:

- accept; except
- advise; advice

- personnel; personal
- as well as words which are often spelt incorrectly:  
accommodation – accomodation

**Factors:**

The 5 W's

- who
- what
- when
- to whom
- which model

**Barriers:**

- poor listening skills
- lack of communication skills
- language problems
- technology breakdown
- prejudice and misconception
- conflicting messages
- lack of discussion
- environmental constraints

**Proof-reading techniques** include:

- read your document backwards
- read from hard copy

**Evidence may be supplied by:**

- report
- professional discussion
- questioning

**Learning outcome**

The learner will:

2. Be able to communicate in writing in business.

**Assessment criteria**

The learner can:

- 2.1 identify the purpose and audience of the information to be communicated
- 2.2 select communication **media** that are appropriate to the audience and information to be communicated
- 2.3 present information in the:
  - a. format
  - b. layout
  - c. **style**

that is appropriate to the information to be communicated

2.4 follow agreed business practices when communicating in writing

- 2.5 adapt the style and content of a communication, appropriate to specific audiences
- 2.6 present written communications that are:
  - a. clear
  - b. expressed in correct grammar
  - c. reflect what is intended
- 2.7 meet agreed deadlines in communicating with others.

### Assessment Guidance

#### Media:

- letters
- e-mail
- fax
- report

#### House-style:

Format, layout and style used within the organisation.

#### Evidence may be supplied by:

- product
- witness testimony
- observation

### Learning outcome

The learner will:

- 3. Be able to communicate verbally in business.

### Assessment criteria

The learner can:

- 3.1 identify the:
  - a. nature
  - b. purpose
  - c. audience
  - d. use

of the information to be communicated

- 3.2 use language that is correct and appropriate for the audience's needs
- 3.3 use appropriate body language and tone of voice to reinforce messages
- 3.4 identify the meaning and implications of information that is communicated **verbally**
- 3.5 **confirm** that a recipient has understood correctly what has been communicated
- 3.6 respond in a way that is appropriate to the situation and in accordance with organisational policies and standards.

## **Assessment Guidance**

### **Verbally** through:

- face-to-face
- video conferencing
- telephone/answer phone

### **Confirm** through:

- paraphrasing
- probing
- clarifying
- verifying
- summarising

### **Evidence may be supplied by:**

- observation
- witness testimony
- professional discussion.

## **Unit 301            Communicate in a business environment**

Supporting information

### **Guidance**

Whilst working through this unit, any report at this level would need to be in excess of 500 words. The report can be holistic and supported by other methods of evidencing ie observation report, product etc.