

Communications

QCF Units of Assessment

Final NVQ Units

April 2010

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Title	Communicate in a business environment	
Skills CFA Unit No.	Q106	
WBA Unit No.	F/601/2453	
Level	1	
Credit Value	4	
GLH	21	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Know the purpose of planning communication	1.1 Identify the purpose of communication 1.2 State different methods of communication and when to use them	
2. Understand how to communicate in writing	2.1 Give reasons for using language that suits the purpose of the communication 2.2 Describe how to format information so that it is clear and accurate 2.3 Give reasons for accurate use of grammar, punctuation and spelling 2.4 Explain what is meant by plain English, and why it is used 2.5 Explain the need to check work 2.6 Outline ways of recognising work that is important and work that is urgent 2.7 Outline organisational procedures for saving and filing written communications	
3. Know how to communicate verbally	3.1 Identify methods of verbally presenting information and ideas clearly 3.2 Identify ways of contributing to discussions 3.3 Identify ways of listening actively	
4. Understand the purpose of feedback in developing communication skills	4.1 Identify ways of getting feedback on communications 4.2 Describe the purpose of using feedback to develop communication skills	

5. Be able to plan communication	5.1 Identify the purpose of communications to be presented 5.2 Select methods of communication to be used 5.3 Confirm methods of communication, as required
6. Be able to communicate in writing	6.1 Format information so that it is clear and accurate 6.2 Use language that suits the purpose of the communications 6.3 Use accurate grammar, spelling and punctuation, and plain English to make sure that the message is clear 6.4 Check communications and make amendments, as required 6.5 Agree what is important and what is urgent 6.6 Produce communications to meet agreed deadlines 6.7 Keep a file copy of communications sent
7. Be able to communicate verbally	7.1 Verbally present information to others so that it is clear and accurate 7.2 Contribute to discussion(s) 7.3 Actively listen to information given by other people 7.4 Ask relevant questions to clarify own understanding, as required
8. Be able to identify and agree ways of developing communication skills	8.1 Get feedback to confirm whether the communication has achieved its purpose 8.2 Use feedback to identify and agree ways of improving own communication skills

Additional Information about the unit	
Unit purpose and aim(s)	This unit is about being able to communicate clearly and accurately, in writing and verbally, with other people in a business environment.
Unit expiry date	31 December 2013

Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	21

Title	Make and receive telephone calls
Skills CFA Unit No.	Q107
WBA Unit No.	K/601/2446
Level	1
Credit Value	3
GLH	10
Learning Outcomes	Assessment Criteria
The learner will	The learner can
1. Understand how to make telephone calls	1.1 Describe the different features of telephone systems and how to use them 1.2 Give reasons for identifying the purpose of a call before making it 1.3 Describe different ways of obtaining the names and numbers of people that need to be contacted 1.4 Describe how to use a telephone system to make contact with people inside and outside an organisation 1.5 Explain the purpose of giving a positive image of self and own organisation 1.6 Explain the purpose of summarising the outcomes of a telephone conversation before ending the call 1.7 Describe how to identify problems and who to refer them to 1.8 Describe organisation structures and communication channels within an organisation 1.9 Describe how to follow organisational procedures when making a telephone call 1.10 Explain how to report telephone system faults
2. Understand how to receive and transfer telephone calls	2.1 Describe how to identify callers and their needs 2.2 Explain the purpose of giving accurate and up to date

	<p>information to callers</p> <p>2.3 Explain the purpose of confidentiality and security when dealing with callers</p> <p>2.4 Describe the types of information that could affect confidentiality and security and how to handle these</p> <p>2.5 Describe ways of identifying the appropriate person to whom a call is transferred</p> <p>2.6 Describe the information to be given when transferring calls or leaving messages</p> <p>2.7 Describe how to identify problems and who to refer them to</p> <p>2.8 Describe how to follow organisational procedures when receiving a telephone call</p> <p>2.9 Explain how to report telephone system faults</p>
<p>3. Be able to make telephone calls</p>	<p>3.1 Identify the purpose of the call</p> <p>3.2 Obtain the name and number of the person to be contacted</p> <p>3.3 Make contact with the person</p> <p>3.4 Communicate information to achieve the purpose of the call</p> <p>3.5 Project a positive image of self and organisation</p> <p>3.6 Summarise the outcomes of the conversation before ending a call</p> <p>3.7 Report telephone system faults, if necessary</p>
<p>4. Be able to receive telephone calls</p>	<p>4.1 Answer a phone following organisational procedures</p> <p>4.2 Give a positive image of self and organisation</p> <p>4.3 Identify the caller, where they are calling from, and what they need</p> <p>4.4 Give accurate and up to date information whilst protecting confidentiality and security</p> <p>4.5 Transfer calls, if required</p>

	<p>4.6 Take and pass on messages according to the caller's needs</p> <p>4.7 Summarise the outcomes of the conversation before ending the call</p> <p>4.8 Report telephone system faults, if necessary</p>
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Additional Information about the unit	
Unit purpose and aim(s)	This unit is about making and receiving telephone calls, and transferring calls when necessary, in a business environment.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	10

Title	Communicate in a business environment	
Skills CFA Unit No.	Q206	
WBA Unit No.	D/601/2475	
Level	2	
Credit Value	3	
GLH	18	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the purpose of planning communication	1.1 Explain reasons for knowing the purpose of communication 1.2 Explain reasons for knowing the audience to whom the communication is being presented 1.3 Describe different methods of communication 1.4 Describe when to use different methods of communication	
2. Understand how to communicate in writing	2.1 Identify different sources of information that may be used when preparing written communication 2.2 Describe the communication principles for using electronic forms of written communication in a business environment 2.3 Describe the reasons for using language that suits the purpose of written communication 2.4 Describe ways of organising, structuring and presenting written information so it meets the needs of an audience 2.5 Describe ways of checking for the accuracy of written information 2.6 Explain the purpose of accurate use of grammar, punctuation and spelling 2.7 Explain what is meant by plain English, and why it is used 2.8 Explain the need to proofread and check written work 2.9 Explain how to identify work	

	<p>that is important and work that is urgent</p> <p>2.10 Describe organisational procedures for saving and filing written communications</p>
3. Understand how to communicate verbally	<p>3.1 Describe ways of verbally presenting information and ideas clearly</p> <p>3.2 Explain ways of making contributions to discussions that help to move them forward</p> <p>3.3 Describe methods of active listening</p> <p>3.4 Explain the purpose of summarising verbal communications</p>
4. Understand the purpose of feedback in developing communication skills	<p>4.1 Describe ways of getting feedback on communications</p> <p>4.2 Explain the purpose of using feedback to develop communication skills</p>
5. Be able to plan communication	<p>5.1 Identify the purpose of communications and the audience(s)</p> <p>5.2 Select methods of communication to be used</p> <p>5.3 Confirm methods of communication, as required</p>
6. Be able to communicate in writing	<p>6.1 Find and select information needed for written communications</p> <p>6.2 Organise, structure and present information so that it is clear, accurate and meets the needs of the audience</p> <p>6.3 Use language that suits the purpose of written communication and the audience</p> <p>6.4 Use accurate grammar, spelling and punctuation, and plain English to make sure that meaning is clear</p> <p>6.5 Proofread and check written communications and make amendments, as required</p>

	<p>6.6 Confirm what is important and what is urgent</p> <p>6.7 Produce written communications to meet agreed deadlines</p> <p>6.8 Keep a file copy of written communications sent</p>
7. Be able to communicate verbally	<p>7.1 Verbally present information and ideas to others clearly and accurately</p> <p>7.2 Make contributions to discussion(s) that move the discussion forward</p> <p>7.3 Actively listen to information given by other people, and make relevant responses</p> <p>7.4 Ask relevant questions to clarify own understanding, as required</p> <p>7.5 Summarise verbal communication(s) and agree that the correct meaning has been understood</p>
8. Be able to identify and agree ways of developing communication skills	<p>8.1 Get feedback to confirm whether the communication has achieved its purpose</p> <p>8.2 Use feedback to identify and agree ways of improving own communication skills</p>

Additional Information about the unit	
Unit purpose and aim(s)	This unit is about being able to communicate clearly and accurately, in writing and verbally, with other people in a business environment.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy

Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	18

Title	Take minutes
Skills CFA Unit No.	Q209
WBA Unit No.	M/601/2478
Level	2
Credit Value	4
GLH	15
Learning Outcomes	Assessment Criteria
The learner will	The learner can
1. Understand the task of taking minutes at meetings	1.1 Describe the purpose of meetings 1.2 Describe legal and organisational requirements that may apply to minute taking 1.3 Explain the purpose of minutes as an accurate record of discussions and decisions 1.4 Describe the purpose of documents and terms that are commonly used in meetings
2. Understand the role of the chair and other formal responsibilities in meetings	2.1 Explain the role of the chair and other formal responsibilities within meetings 2.2 Describe how to work in partnership with the chair when taking minutes
3. Know how to take minutes at meetings	3.1 Explain the purpose of listening actively when taking minutes 3.2 Explain how to listen actively when minute taking 3.3 Describe how to take notes during discussions held at meetings 3.4 Explain the purpose of getting clarification 3.5 Describe how to get clarification 3.6 Describe different types of minutes and their purpose 3.7 Describe the different styles of writing that may be used in minute taking 3.8 Explain how to sort, select and structure information to produce minutes

	3.9 Explain what is meant by using the correct tone and professional language in minutes
4. Be able to prepare for taking minutes	<p>4.1 Prepare for taking minutes, as required</p> <p>4.2 Communicate with the meeting chair, as required</p> <p>4.3 Note any changes to the agenda, matters arising and action points from last meeting</p>
5. Be able to minute meetings	<p>5.1 Take notes at a meeting of all items required</p> <p>5.2 Produce accurate minutes that record the meaning of discussions and decisions taken</p> <p>5.3 Make sure minutes are in the agreed style</p> <p>5.4 Make sure the process for signing off minutes and / or action points has been agreed</p> <p>5.5 Check minutes and make necessary amendments</p> <p>5.6 Agree minutes with the relevant people and circulate them within the agreed timescales</p> <p>5.7 Follow organisational requirements for confidentiality and security of information, as required</p> <p>5.8 Make sure follow-up actions, and who is responsible for taking the actions, have been clearly identified</p> <p>5.9 Store notes and minutes following organisational procedures</p> <p>5.10 Follow legal and organisational requirements for minute taking, as necessary</p>

Additional Information about the unit

Unit purpose and aim(s)

This unit is about taking minutes at different kinds of meetings, where an accurate record is needed of

	decisions made and actions agreed.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	15

Title	Use a diary system
Skills CFA Unit No.	Q208
WBA Unit No.	K/601/2477
Level	2
Credit Value	3
GLH	9
Learning Outcomes	Assessment Criteria
The learner will	The learner can
1. Understand a diary system	1.1 Explain the purpose of using a diary system 1.2 Describe different types of diary systems 1.3 Describe the purpose of obtaining relevant information about requested diary entries and changes
2. Understand how to use a diary system	2.1 Describe the types of information needed for diary entries 2.2 Explain how to prioritise requests 2.3 Explain the purpose of prioritising requests 2.4 Explain the purpose of trying to balance the needs of all those involved 2.5 Explain the purpose of communicating changes to those affected 2.6 Explain the purpose of keeping a diary system up to date 2.7 Describe the different types of problems that may occur when new requests are made and solutions to these problems 2.8 Explain the purpose of following security and confidentiality procedures when using a diary system
3. Be able to use a diary system	3.1 Obtain information needed to make diary entries 3.2 Make diary entries accurately and clearly

	<p>3.3 Prioritise changes to entries, as required</p> <p>3.4 Record agreed changes in the diary</p> <p>3.5 Identify and report the effects of any changes for existing entries</p> <p>3.6 Solve problems by negotiating alternative arrangements, when necessary</p> <p>3.7 Keep a diary up to date and store it securely</p>
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Additional Information about the unit	
Unit purpose and aim(s)	This unit is about using a diary system to organise and record work activities so that planned work can take place.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	9

Title	Use electronic message systems	
Skills CFA Unit No.	Q207	
WBA Unit No.	H/601/2476	
Level	2	
Credit Value	1	
GLH	6	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the use of electronic message systems	1.1 Describe the main types of electronic message systems 1.2 Describe the different features of electronic message systems 1.3 Explain the purpose of keeping an electronic message system up to date 1.4 Describe how to use an electronic message system to check and delete or discard messages 1.5 Explain the purpose of leaving clear messages for others	
2. Be able to use electronic message systems	2.1 Keep a message system up to date 2.2 Check system for messages 2.3 Respond to messages within agreed timescales 2.4 Delete messages when dealt with 2.5 Select the information to be given when taking or leaving messages 2.6 Leave messages on other people's systems, if required	

Additional Information about the unit	
Unit purpose and aim(s)	This unit is about organising and updating messages using an electronic message system.
Unit expiry date	31 December 2013

Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	6

Title	Communicate in a business environment	
Skills CFA Unit No.	Q309	
WBA Unit No.	K/601/2527	
Level	3	
Credit Value	3	
GLH	14	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the purpose of planning communication	1.1 Explain the benefits of knowing the purpose of communication 1.2 Explain the reasons for knowing the audience to whom communications are presented 1.3 Explain the purpose of knowing the intended outcomes of communications 1.4 Describe different methods of communication and when to use them	
2. Understand how to communicate in writing	2.1 Identify relevant sources of information that may be used when preparing written communication 2.2 Explain the communication principles for using electronic forms of written communication in a business environment 2.3 Explain different styles and tones of language and situations when they may be used for written communications 2.4 Explain the reasons for selecting and using language that suits the purpose of written communication 2.5 Describe ways of organising, structuring and presenting written information so it meets the needs of different audiences 2.6 Describe ways of checking written information for accuracy of content 2.7 Explain the purpose of accurate use of grammar, punctuation	

	<p>and spelling in written communication</p> <p>2.8 Explain what is meant by plain English, and why it is used</p> <p>2.9 Explain the purpose of proofreading and checking work</p> <p>2.10 Explain the purpose of recognising work that is 'important' and work that is 'urgent'</p> <p>2.11 Describe organisational procedures for saving and filing written communications</p>
<p>3. Understand how to communicate verbally</p>	<p>3.1 Describe ways of verbally presenting information and ideas clearly</p> <p>3.2 Explain ways of making contributions to discussions that help to achieve objectives</p> <p>3.3 Describe ways of adapting verbal contributions to suit different audiences, purposes and situations</p> <p>3.4 Describe how to use and interpret body language</p> <p>3.5 Describe how to use and interpret tone of voice</p> <p>3.6 Describe methods of active listening</p> <p>3.7 Describe the benefits of active listening</p> <p>3.8 Explain the purpose of summarising verbal communication</p>
<p>4. Understand the purpose and value of feedback in developing communication skills</p>	<p>4.1 Describe ways of getting feedback on whether communications achieved their purpose</p> <p>4.2 Explain the purpose and benefits of using feedback to further develop communication skills</p>
<p>5. Be able to plan communication</p>	<p>5.1 Identify the purpose of communications and the audience(s)</p> <p>5.2 Select methods of</p>

	<p>communication to be used</p> <p>5.3 Confirm methods of communication, as required</p>
6. Be able to communicate in writing	<p>6.1 Find and select information that supports the purpose of written communications</p> <p>6.2 Present information using a format, layout, style and house style suited to the purpose and method of written communications</p> <p>6.3 Use language that meets the purpose of written communications and the needs of the audience</p> <p>6.4 Organise structure and present written information so that it is clear and accurate, and meets the need of different audiences</p> <p>6.5 Use accurate grammar, spelling and punctuation, and plain English to make sure that meaning of written communication is clear</p> <p>6.6 Proofread and check written communications and make amendments, as required</p> <p>6.7 Confirm what is 'important' and what is 'urgent'</p> <p>6.8 Produce written communications to meet agreed deadlines</p> <p>6.9 Keep a file copy of written communications sent</p>
7. Be able to communicate verbally	<p>7.1 Verbally present information and ideas to others clearly and accurately</p> <p>7.2 Make verbal contributions to discussion(s) that suit the audience, purpose and situation</p> <p>7.3 Use body language and tone to meet the needs of the audience, purpose and situation</p> <p>7.4 Actively listen to information given by other people, and make relevant verbal responses</p> <p>7.5 Ask relevant verbal questions to clarify own understanding, as</p>

	<p>required</p> <p>7.6 Summarise verbal communication(s) and make sure that the correct meaning has been understood</p>
<p>8. Be able to identify and agree ways of further developing communication skills</p>	<p>8.1 Get feedback to confirm whether communication has achieved its purpose</p> <p>8.2 Use feedback to identify and agree ways of further developing own communication skills</p>

Additional Information about the unit

Unit purpose and aim(s)	This unit is about being able to select and use information and different styles of communication, in order to communicate clearly, accurately and effectively, in writing and verbally, with other people in a business environment.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared

Unit available from	1 August 2010
Unit guided learning hours	14

Title	Deliver a presentation	
Skills CFA Unit No.	Q311	
WBA Unit No.	T/601/2529	
Level	3	
Credit Value	3	
GLH	15	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the purpose of preparing for and evaluating a presentation	1.1 Explain the purpose of using different types of presentation and equipment 1.2 Explain different ways of delivering presentations and their features 1.3 Explain the procedures to be followed when preparing a presentation 1.4 Explain the benefits of preparing for giving a presentation 1.5 Describe the types of problems that may occur with equipment and how to deal with them 1.6 Explain the purpose and benefits of contingency planning 1.7 Explain the purpose and benefits of collecting feedback from the audience on the presentation 1.8 Explain the purpose and benefits of evaluating presentations and own performance	
2. Understand the techniques used in enhancing a presentation	2.1 Explain and illustrate how presentations may be enhanced by materials and equipment 2.2 Explain and illustrate how presentations may be enhanced by use of communication and interpersonal skills 2.3 Describe how to gauge audience reaction to the presentation 2.4 Explain the purpose and benefits of summarising important features of the	

	<p>presentation</p> <p>2.5 Describe the purpose and benefits of giving the audience opportunities to ask questions</p>
3. Be able to prepare for delivery of a presentation	<p>3.1 Select any equipment needed and plan how to use it to best effect</p> <p>3.2 Make contingency plans in case of equipment failure or other problems, if required</p> <p>3.3 Practise the presentation and its timing</p> <p>3.4 Obtain feedback on planned presentation and make adjustments, if required</p>
4. Be able to deliver a presentation	<p>4.1 Check equipment and resources</p> <p>4.2 Circulate presentation materials</p> <p>4.3 Introduce self to audience and state aims of the presentation</p> <p>4.4 Address the audience, speaking clearly and confidently, using language to suit the topic and audience</p> <p>4.5 Vary tone, pace and volume to emphasise key points</p> <p>4.6 Gauge audience reaction during the presentation and adapt if required</p> <p>4.7 Summarise throughout the presentation to emphasise key points and help to maintain audience interest</p> <p>4.8 Use body language in a way that reinforces presented information</p> <p>4.9 Use equipment, where appropriate, to enhance the presentation, and deal with any problems that may occur</p> <p>4.10 Provide the audience with opportunities to ask questions</p> <p>4.11 Listen carefully to questions and respond in a way that meets the audience's needs</p>
5. Be able to evaluate a presentation	<p>5.1 Collect feedback on the presentation</p>

	<p>5.2 Reflect on own performance and identify learning points</p> <p>5.3 Evaluate the presentation and own performance and identify changes that will improve future presentations</p>
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Additional Information about the unit	
Unit purpose and aim(s)	This unit covers the skills, knowledge and understanding learners need to prepare for, deliver and evaluate a presentation for an audience.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	15

Title	Develop a presentation	
Skills CFA Unit No.	Q310	
WBA Unit No.	M/601/2528	
Level	3	
Credit Value	3	
GLH	15	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the purpose of preparing for and evaluating a presentation	1.1 Explain the purpose of using different types of presentation and equipment to provide information 1.2 Explain the procedures to be followed when preparing a presentation, including planning, preparation of content, materials, and contingencies 1.3 Explain the benefits of preparing for giving a presentation 1.4 Explain and illustrate how presentations may be enhanced by materials and equipment 1.5. Explain the purpose and benefits of reflecting on the feedback obtained of the written presentation	
2. Be able to develop a presentation	2.1 Agree and confirm audience, purpose, content, style and timing of a presentation 2.2 Research and plan a presentation 2.3 Select any equipment needed for the presentation 2.4 Prepare content, shape and structure of a presentation to achieve its purpose and suit needs of audience 2.5 Obtain feedback on planned presentation and make adjustments, if required 2.6 Produce presentation handouts 2.7 Collect feedback on the written presentation	

	<p>2.8 Reflect on the feedback obtained of the written presentation and identify learning points</p> <p>2.9 Identify changes that will improve future written presentations</p>
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Additional Information about the unit	
Unit purpose and aim(s)	This unit is about developing a presentation.
Unit expiry date	31 December 2013
Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)	Skills CFA
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	Assessment Strategy
Support for the unit from an SSC or other appropriate body (if required)	Skills CFA
Location of the unit within the subject/sector classification system	15. Business, Administration and Law 15.2 Administration
Name of the organisation submitting the unit	Skills CFA
Availability for use	Shared
Unit available from	1 August 2010
Unit guided learning hours	15

Title	Communicate in a business environment	
Skills CFA Unit No.	Q409	
WBA Unit No.	M/601/2562	
Level	4	
Credit Value	3	
GLH	25	
Learning Outcomes	Assessment Criteria	
The learner will	The learner can	
1. Understand the purpose of planning communication	1.1 Explain the benefits of knowing the purpose of communications for <ul style="list-style-type: none"> a) individuals b) organisations 1.2 Explain the purpose of knowing the intended outcomes of communications 1.3 Explain the advantages and disadvantages of using particular methods of communication in differing situations	
2. Understand how to communicate in writing	2.1 Identify relevant sources of information that may be used when preparing written communication 2.2 Describe ways of finding and extracting key points from sources of information for written communication 2.3 Explain the purpose of written communication principles for using electronic forms of written communication in a business environment 2.4 Explain different styles and tones of language and situations when they may be used 2.5 Explain how to select the right tone and style for written communication 2.6 Explain the purpose of selecting and using language that suits the purpose of written communication	

	<p>2.7 Describe ways of organising, structuring and presenting written information so it meets the needs of different audiences</p> <p>2.8 Describe ways of checking information for accuracy of content</p> <p>2.9 Explain the purpose of accurate use of grammar, punctuation and spelling</p> <p>2.10 Explain what is meant by plain English, and why it is used</p> <p>2.11 Explain the purpose of proofreading and checking written communications</p> <p>2.12 Explain the purpose of recognising work that is 'important' and work that is 'urgent', and ways of doing so</p> <p>2.13 Describe organisational procedures for saving and filing written communications</p>
<p>3. Understand how to communicate verbally</p>	<p>3.1 Describe ways of verbally presenting information and ideas in a way that is clear, convincing or persuasive</p> <p>3.2 Describe ways of leading discussions to achieve objectives</p> <p>3.3 Explain ways of adapting verbal contributions to suit different audiences, purposes and situations</p> <p>3.4 Explain how to use and interpret body language and tone of voice</p> <p>3.5 Describe methods of active listening and the benefits of doing so</p> <p>3.6 Explain how to use language to suit different audiences and situations</p> <p>3.7 Explain the purpose of seeking ideas and opinions from others, and for taking these into account</p> <p>3.8 Give reasons why barriers to verbal communication may</p>

	<p>occur</p> <p>3.9 Describe strategies for overcoming barriers to verbal communication</p> <p>3.10 Explain the purpose of summarising verbal communication</p>
4. Understand the purpose and value of feedback in developing communication skills	<p>4.1 Explain ways of getting feedback on whether communications have achieved their purpose</p> <p>4.2 Explain the purpose and benefits of using feedback to further develop communication skills</p>
5. Be able to plan communication	<p>5.1 Identify the purpose of communications, the audience(s) and the outcomes to be achieved</p> <p>5.2 Decide on the level of formality / informality for different types of situations</p> <p>5.3 Decide on the style and method of communication for different types of situations</p>
6. Be able to communicate in writing	<p>6.1 Identify sources of information that support the purpose of written communications</p> <p>6.2 Evaluate information to extract points that support the purpose of written communications</p> <p>6.3 Select the style and tone needed for written communications to support their purpose</p> <p>6.4 Present information using a format, layout, style and house style suited to the subject matter, work situation and method of written communication</p> <p>6.5 Use language that meets differing purposes and objectives of the written communications, and the needs of different audiences</p> <p>6.6 Organise, structure and present</p>

	<p>information so that it is clear and accurate, and meets the needs of different audiences</p> <p>6.7 Use accurate grammar, spelling and punctuation, and plain English to make sure that meaning is clear</p> <p>6.8 Proofread and check written communications and make amendments, as required</p> <p>6.9 Recognise the difference between what is 'important' and what is 'urgent'</p> <p>6.10 Produce written communications to meet deadlines</p> <p>6.11 Keep a file copy of written communications sent</p>
<p>7. Be able to communicate verbally</p>	<p>7.1 Verbally present information and ideas to others so that they are clear, accurate, convincing and / or persuasive</p> <p>7.2 Lead discussion(s) to achieve objectives</p> <p>7.3 Adapt verbal contributions to discussions to suit audience, purpose and situation</p> <p>7.4 Use body language and tone to meet the needs of audience, purpose and situation</p> <p>7.5 Actively listen to information given by other people</p> <p>7.6 Ask relevant questions to clarify own understanding, as required</p> <p>7.7 Make relevant, well-argued responses using language to suit audience(s) and situation(s)</p> <p>7.8 Give others opportunities to verbally contribute ideas and opinions and take these into account</p> <p>7.9 Overcome barriers to verbal communication, where required</p> <p>7.10 Summarise verbal communication(s) and make sure that the correct meaning has been understood</p>

<p>8. Be able to identify and agree ways of further developing communication skills</p>	<p>8.1 Get feedback to confirm whether communications have achieved their purpose</p> <p>8.2 Use feedback to identify and agree ways of further developing own communication skills</p>
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Additional Information about the unit	
<p>Unit purpose and aim(s)</p>	<p>This unit is about being able to communicate with other people in a business environment clearly, convincingly, and persuasively, in writing and verbally, using language in a variety of formats, styles and tones.</p>
<p>Unit expiry date</p>	<p>31 December 2013</p>
<p>Details of the relationship between the unit and relevant national occupational standards or other professional standards or curricula (if appropriate)</p>	<p>Skills CFA</p>
<p>Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)</p>	<p>Assessment Strategy</p>
<p>Support for the unit from an SSC or other appropriate body (if required)</p>	<p>Skills CFA</p>
<p>Location of the unit within the subject/sector classification system</p>	<p>15. Business, Administration and Law</p> <p>15.2 Administration</p>
<p>Name of the organisation submitting the unit</p>	<p>Skills CFA</p>
<p>Availability for use</p>	<p>Shared</p>
<p>Unit available from</p>	<p>1 August 2010</p>
<p>Unit guided learning hours</p>	<p>25</p>

