

Unit 4: Business Communication

Step by Step Assignment



Student Name:

Issue Date:

Final Submission:

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Introduction

A business needs accurate and relevant information from internal and external sources in order to operate profitably. Proper collection of data creates an environment where informed decisions can be taken for the benefit of the business. In order to manage information effectively, there must be good communication systems within the organisation. Staff must possess good verbal and written skills in order to communicate and share information.

Business information can be used to obtain competitive advantage and Information is collected, stored, manipulated, analysed and reported to those who need to use it. People need to become skilled manipulators and users of information to ensure organisations become more efficient and succeed in achieving their stated purposes. Since the development of the personal computer and more recently the internet, communication methods have changed significantly.

On completion of this unit you should:

1. Understand different types of business information.
2. Be able to present business information effectively.
3. Understand the issues and constraints in relation to the use of business information in organisations.
4. Know how to communicate business information using appropriate methods.

In order to pass this unit, the evidence that you present for assessment needs to demonstrate that you can meet all of the learning outcomes for the unit. Use the grid below to tick off when you have completed each task. Remember you need to complete all of the 'P' criteria before you can pass the unit.

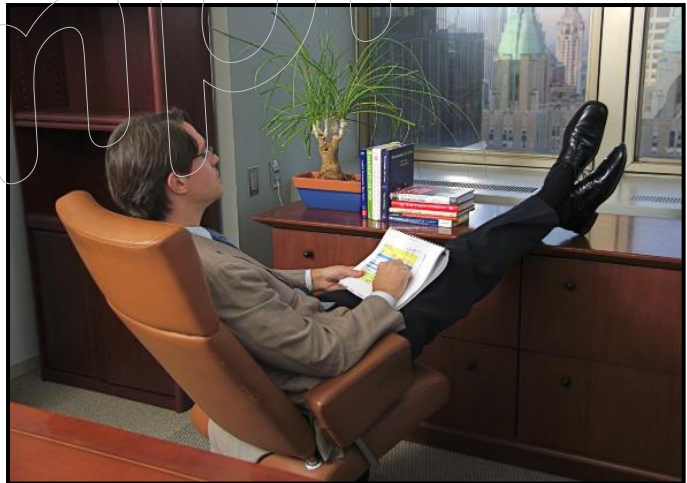
Assessment and grading criteria				
P1 Explain different types of business information, their sources and purposes.		M1 Analyse different types of business information and their sources.		D1 Evaluate the appropriateness of business information used to make strategic decisions.
P2 Present complex internal business information using three different methods appropriate to the user's needs.				D2 Evaluate the effectiveness of business information and its communication as key contributors to the success of an organisation using examples to illustrate your points.
P3 Produce corporate communications.				
P4 Evaluate the external corporate communications of an existing product or service.				
P5 Explain the legal and ethical issues in relation to the use of business information.		M2 Analyse the legal, ethical and operational issues in relation to the use of business information, using appropriate examples.		
P6 Explain the operational issues in relation to the use of business information.				
P7 Outline electronic and non-electronic methods for communicating business information, using examples for different types of audience.				

Scenario

Business information can be used to obtain a competitive advantage and promote efficiency. Organisations generate information internally, recording details of products manufactured, purchased and sold, and their associated costs.

Businesses use information to manage not only what is currently happening in the organisation but also to plan for the future and ensure their survival.

Due to the importance of these points, you are to be hired as a business advisor by an organisation to research the importance of effective communication and to recommend potential strategies on how their systems can be improved.



Use this workbook to write up notes on all the areas you will investigate. You can then type these up to produce your final report.



Task 1

This task addresses P1

Types of business information

Your first job is to select an organisation of your choice that you are able to access and obtain all of the necessary information for this unit. This organisation could be one you are working at (or have worked at), although whichever business you select, make sure you have permission from the owner or manager before starting your research.



Alternatively, if you are struggling to select a business, two recommended organisations have been provided on pages 44-45 with some supplementary notes provided to help get you started.

When you have checked your chosen business with your tutor, you need to describe the types of information they use in running their organisation. Use the headings below to help you to record your findings.

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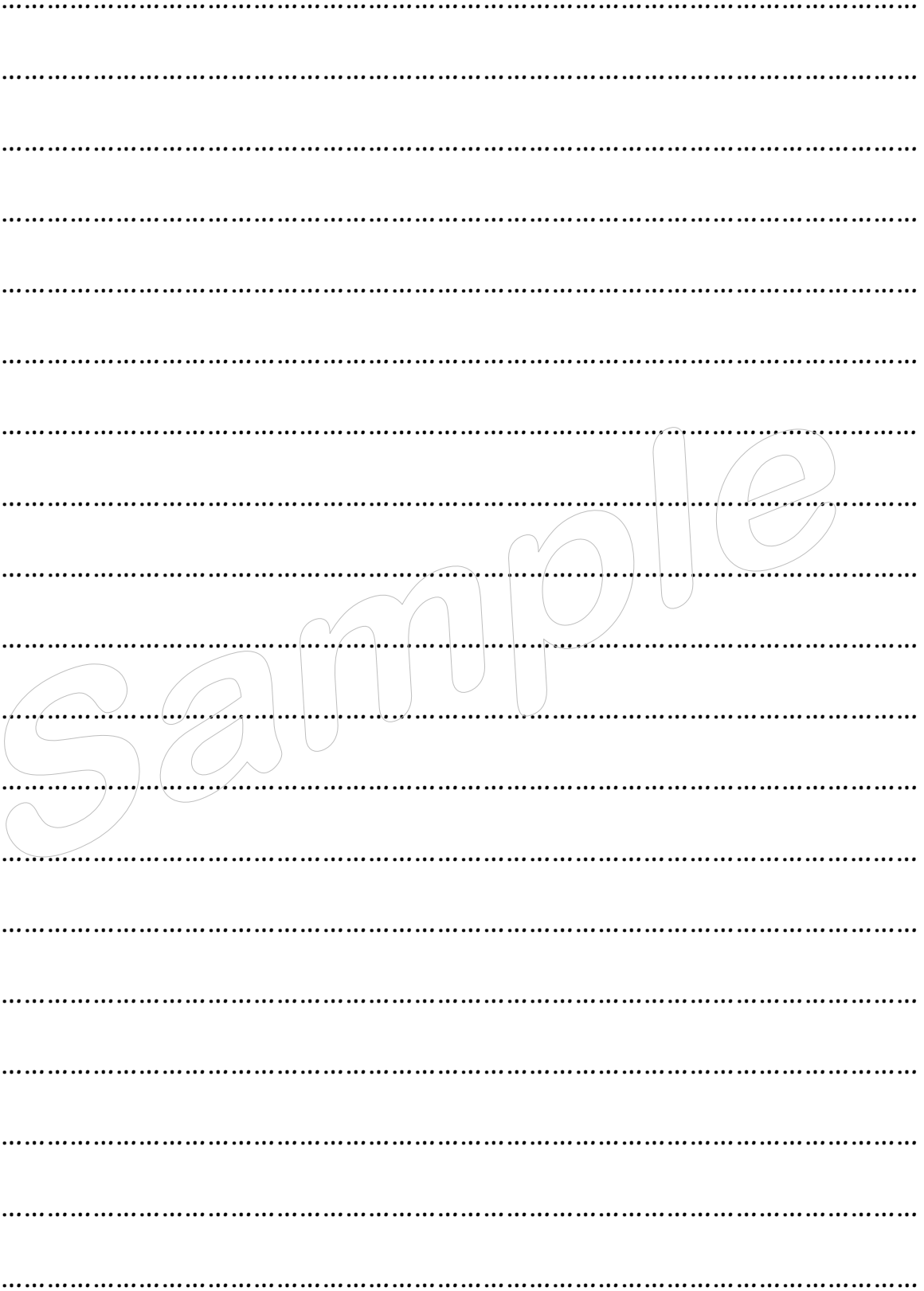
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Sample

b) Written

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c) On-screen

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