

Centre:

Assignment Title: Investigating Business Communication

Programme Title: BTEC Level 3 Subsidiary Diploma in Business

Assessor:

Assessment criteria: P1,P2,P3,P4,P5,P6,P7,M1,M2,D1,D2

# Unit 4: Business Communication

## Assignment Brief



Issue Date:

Final Submission:

## **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. 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.

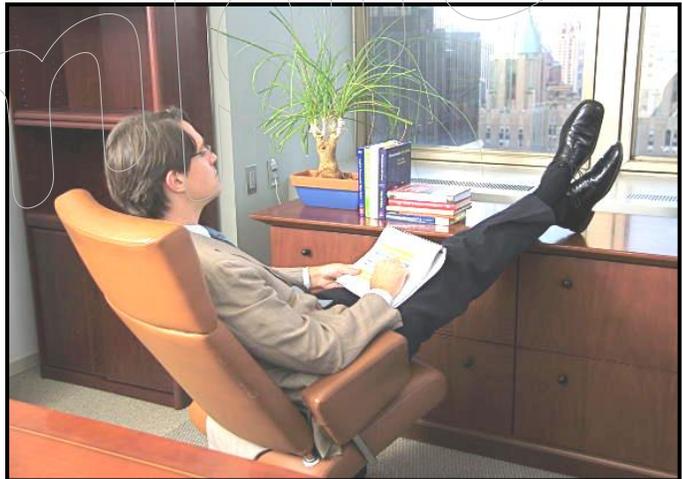
<b>Assessment and grading criteria</b>				
<b>P1</b> Explain different types of business information, their sources and purposes.		<b>M1</b> Analyse different types of business information and their sources.		<b>D1</b> Evaluate the appropriateness of business information used to make strategic decisions.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



## **Presentation**

You should present your findings in the form of a business report.

In doing this, consider the following points:

- Cover page
- Contents page
- Header / footer
- Numbered headings / sub-headings
- Labelled diagrams
- Referencing
- Bibliography
- Appendix
- Line spacing (1.5)
- Justification (of text)
- Font size (12)



# Task 1

This task addresses P1, M1, D1 and D2

## Types of business information

Your first job is to select an organisation of your choice; one 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 example organisations have been provided on pages 18-19, along with supplementary notes provided to help get you started.

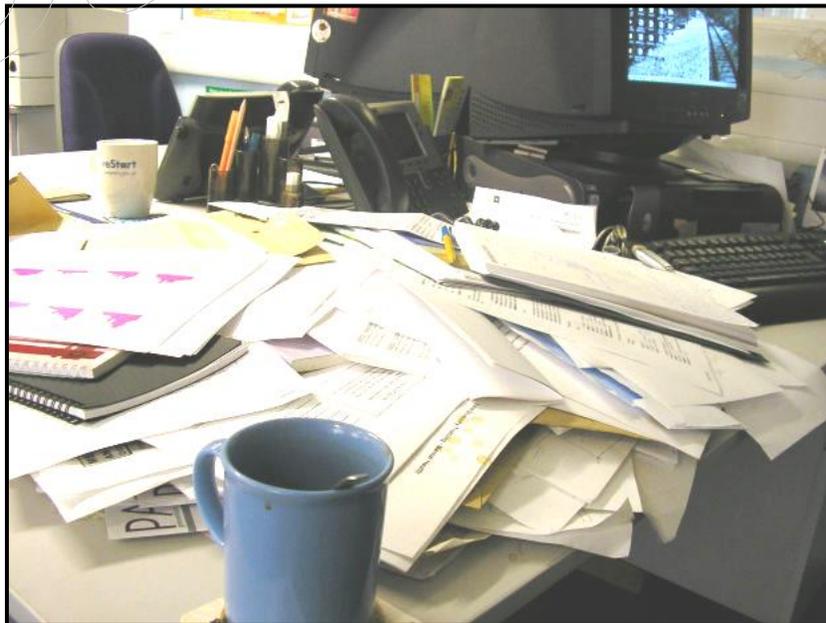
- When you have checked your chosen business with your tutor, you need to explain and analyse the types of information they use in running their organisation. Ensure you discuss the following types of communication:
  - Verbal
  - Written
  - On-screen
  - Multimedia
  - Web based

- Review your report so far. Assess if you have shown sound analysis in developing your points. Consider the following points to help you:
  - Why is the business using these types of information and sources? How will using them influence the organisation?
  - Have you broken down each piece of information and its source in detail to identify if there are any connections between them?
  - Have you carried out any additional research (remember to reference any sources) to give your conclusions more substance e.g. quotes, reports, charts, statistics etc.?
- You need to evaluate the appropriateness of information used to make important strategic decisions. Choose two functions of the organisation, such as finance and marketing, and find out what sort of information each function requires and uses.

You also need to find out what strategic decisions each of these two functions make and then evaluate whether the information they used to make these decisions is appropriate e.g. did poor marketing decisions affect the business performance?

Remember evaluation is about considering in detail the advantages and disadvantages of something, and then coming to a conclusion (possibly including a recommendation) about it. Use the 'what is evaluation' guide to help you further.

- The best companies in the world are very good at the way they communicate their information and this is a major contributor to the overall success of their organisations. Consider if your chosen business is doing a good job compared to the standards of other organisations. In doing this you need to:
  - Evaluate the effectiveness of the business information and its communication, using examples to illustrate your points.
  - Research examples of effective business information and its communication in other businesses that are regarded as having effective systems of information and communication.
  - Draw comparisons between examples of effectiveness in other businesses and your own selected business.



Additional guidance can be found in:

- [BTEC Edexcel L3 text book - pages 126 - 131 & 143 - 161](#)