

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Business Communication and Presentation Skills
Unit Reference Number:	T/618/7511
Level:	Level 3
Credit Value:	5
Minimum GLH:	25

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand key forms of communication used in a business environment	1.1 Identify at least three methods of communication used in a business environment
	1.2 Explain the purpose and use of each form of communication
	1.3 Compare the language and tone required when using informal and formal business communications
2. Understand how to plan and structure a business report	2.1 Identify key components of a business report
	2.2 Explain why terms of reference are necessary in a business report
	2.3 Identify the range of secondary information and data for incorporation into a report
	2.4 Produce a report plan with appropriate section headings
3. Understand the use of referencing data sources in reports	3.1 Explain how to acknowledge data sources and/or opinion quoted or paraphrased in the report

	3.2	Use an established system of in-text referencing in a business report
	3.3	Produce a bibliography for a business report
4. Produce a business report	4.1	Produce a business report on an identified business topic
5. Be able to prepare for a presentation	5.1	Identify the aims and purpose of the presentation
	5.2	Produce a presentation plan
6. Be able to deliver a presentation	6.1	Give a presentation on a chosen topic
	6.2	Evaluate the presentation

Learning Outcome 1 - Indicative Content

Learners should be aware of the different types and sources of information and communication used in a business environment. This should include, formal, informal, verbal/non-verbal, written, verbal, electronic (including web-based, on screen and multi-media formats and include email, letter, reports, presentations, and collaboration tools such as Yammer, Teams etc.

Learning Outcome 2 - Indicative Content

AC 2.1 Learners should be aware of the structure of the report, which should include:

- Contents - including numbered pages, numbered subsections, list of figures, tables or illustrations.
- Terms of Reference - who requested and why, the purpose of the report, how the was information compiled – research methods and procedures followed, acknowledgements and limitations (what the report does not cover).
- Findings - numbered sections or headings, clear paragraph structure with one bullet point per paragraph which is discussed or explained.
- Conclusions - summary of main finding of the report. This should be used to link the purpose of the report to the findings.
- Recommendations - outlining actions to be considered as a result of the findings and may give a range of options. Recommendations should indicate what should be done, who it should be done by and possibly when.
- Appendices – these elaborate on something not included in the findings section, including examples, diagrams, questionnaires, glossary of terms, organisations, equipment samples etc.
- Bibliography or references.

AC 2.2 Learners should be aware that terms of reference should include the purpose of the report which is to inform, persuade or explain. That it is to transmit information, research or define a problem and draw conclusions and/or make recommendations about working practices and/or make improvements and/or changes, referencing source of information.

AC 2.3 Learners should be aware that sources of information include: internal, external sources and take account of the audiences age, ethnicity, gender and disability. With that in mind they should consider readability, legibility, accessibility, industry experience and knowledge.

AC 2.4 During the planning stage, learners should consider the following: the audience, tone and language, use of appropriate vocabulary and technical terminology, length of the report, referencing (author, title, date, publisher).

Learning Outcome 3 - Indicative Content

Learners should be aware of relevant referencing systems to include books, journals, online sources of information. Using the Harvard referencing system would be helpful for learners in terms of in text referencing.

In addition, learners should be able to construct and format a bibliography within a report.

Learning Outcome 5 - Indicative Content

Learners should produce a presentation plan that includes:

- a) A clear structure
- b) Clear key points based on subject knowledge
- c) An awareness of audience needs
- d) Timely use of appropriate visual aids

Learning Outcome 6 - Indicative Content

Learners presentations should be in a style relevant to the needs of the particular audience, situation and subject. They should be:

- e) Clear, audible delivery with varied tone and pace
- f) Eye contact with the audience
- g) Unobstusive use of notes
- h) Use of techniques to engage the audience
- i) Use of visual aids
- j) Comprehension check with the audience that they have followed the main points.