

BUSINESS AND MANAGEMENT

short courses



Communication Skills for Business

Awarding organisation: ATHE

Unit level: 4

Unit code: J/617/1149

GLH: 60

Credit value: 15

Unit grading structure: Pass/Merit/Distinction

Assessment guidance: In order to achieve this unit learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria.

Assessors should also note that LOs 4 and 5 require learners to demonstrate that they are able to do what is stated in the LO and this cannot be achieved by purely theoretical work.

Unit aims

This unit aims to develop knowledge and understanding of the communication practices within organisations and learners are introduced to the different modes and channels of communication used in organisations. In addition, the unit aims to develop learners' oral and written communication skills, enabling them to apply these skills to typical organisational requirements.

Learning outcomes The learner will:	Assessment criteria The learner can:	Merit	Distinction
1. Understand how internal communication takes place within organisations	Pass 1.1 Explain the process of internal communication within organisations 1.2 Assess the appropriate use of different internal modes of communication for different purposes 1.3 Analyse barriers to effective communication within organisations	1 M1 Analyse possible legal and ethical issues in relation to the communication of information within organisations	
2. Understand how organisations communicate with customers	2.1 Evaluate formal communication systems used by organisations to communicate with customers		
3. Understand the factors that impact on the effectiveness of communications in business	3.1 Analyse the impact of relationships found in organisations on effective communication 3.2 Assess the impact of non-verbal communication on the effectiveness of oral communications 3.3 Assess the impact of technology on oral and written communication	3 M1 Evaluate the effectiveness of a range of communications (verbal and non-verbal) in contributing to the success of a specified organisation	
4. Be able to present effectively complex information using oral communication	4.1 Effectively design and present orally complex information using technology		4 D1 Adapt and use own oral communication for different specified audiences and purposes

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Learning outcomes

The learner will:

Assessment criteria

The learner can:

Pass

Merit


Distinction

5. Be able to effectively communicate in writing complex information


5.1 Effectively communicate complex information in writing for specific purposes

5 D1 Adapt and use own written communication for different audiences and purposes

Institute of Financial Accountants
CS111, Clerkenwell Workshops,
27-31 Clerkenwell Close, Farringdon,
London EC1R 0AT

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