

# BUSINESS AND MANAGEMENT

## short courses



## Digital Communications

Awarding organisation: ATHE

**Unit level: 4**

**Unit code: D/617/1139**

**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. Learners will be expected to research new and emerging trends in digital communications technologies providing examples to illustrate the points made. In addition, learners will explore the impact that digital technologies have on society and within the workplace. Issues such as accessibility, security and portability will also be addressed. Learners will be required to have a knowledge and understanding of blogging software, digital content and social networking.**

### Unit aims

This unit aims to develop knowledge and understanding of digital communications technology. It examines a range of concepts that explore digital communications and the impact they have on organisations and society.

### Learning outcomes

The learner will:

### Assessment criteria

The learner can:

#### Pass

#### Merit

#### Distinction

1. Understand a range of digital communications technologies

1.1 Explain the differences between analog and digital communications

1.2 Evaluate new and emerging trends in digital communications technologies

1 M1 Evaluate the use of digital communications technologies in a named organisation

2. Understand the impact of digital communications within different environments

2.1 Explain how digital communications have impacted on communications procedures within the workplace

2.2 Analyse the societal impact of digital communications tools

2.3 Discuss the impact of digital communications technology on oral and written communications

2 D1 Analyse end user opinions on the impact of digital communications on their job roles and the working environment

3. Understand issues of accessibility, security and portability in digital communications

3.1 Assess the barriers that exist in terms of accessibility to digital communications

3.2 Discuss how individuals and organisations can protect themselves against digital communications security threats

3.3 Assess the importance of portability as a factor of digital communications growth

3 D1 Analyse issues with a breach of digital security in a named organisation and the action taken

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## Learning outcomes

The learner will:

## Assessment criteria

The learner can:

### Pass

### Merit

### Distinction

4. Understand blogging, digital content management and social networking platforms


4.1 Explain the use of blogging software

4.2 Discuss the features of content management


4.3 Outline the benefits and drawbacks of using social networking platforms

4 M1 Evaluate the design of a blog and identify how it could be improved

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