

Unit 4: Business Communication

Unit code:	H/502/5413
QCF Level 3:	BTEC National
Credit value:	10
Guided learning hours:	60

● Aim and purpose

The aim of this unit is to show learners that the collection and management of business information, and the successful communication of that information throughout a business, is critical for the future prosperity of the organisation.

● Unit 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 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. 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. Gathering relevant information from a range of sources is a skill that needs to be developed using electronic and non-electronic sources.

● Learning outcomes

On completion of this unit a learner 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.

Unit content

1 Understand different types of business information

Types of information: verbal; written; onscreen; multi-media; web based

Purpose of information: updating knowledge; informing future developments; strategic direction; SWOT analysis; offering competitive insight; communicating sales promotions; inviting support for activities

Sources of information: internal, eg financial, human resources, marketing, purchasing, sales, manufacturing, administration; external, eg government, trade groupings, commercially provided, databases, research; reliability of data sources

2 Be able to present business information effectively

Presentation methods to meet the needs of the user: eg document, use of style, verbal presentations, role plays, onscreen multi-media presentation, use of images, web-based presentation, multi-lingual support

Output requirement: eg resolution of images, page layout, text formatting, use of tables, combining information from a range of applications, use of specialist software and hardware

Presenting corporate communication: methods; mission statements, advertising, packaging, logos, livery, strap lines, endorsements, sponsorship

3 Understand the issues and constraints in relation to the use of business information in organisations

Legal issues: relevant data protection legislation eg Data Protection Act 1998, Freedom of Information Act 2000; other relevant legislation, eg Computer Misuse Act 1990

Ethical issues: codes of practice, eg on use of email, internet, 'whistle blowing'; organisational policies; information ownership

Operational issues: security of information; backups; health and safety; organisational policies; business continuance plans; costs, eg additional resources required, cost of development; impact of increasing sophistication of systems, eg more trained personnel, more complex software

4 Know how to communicate business information using appropriate methods

Audience requirements: eg age, gender, ethnicity, special needs, readability, legibility, attention span, accessibility, interest, distraction avoidance, business experience and knowledge, industry-related experience and knowledge

Methods of written communication: eg letter, memorandum, fax, invoice, flow charts, publicity material, email and screen based, SMS (short message service), www (worldwide web)

Methods of non-written communication: eg telephone call, video conferencing

Technologies: computers; touch screens; digital broadcasting; DVD (digital versatile/video disc); mobile phones; the internet and WAP (wireless application protocol)

Communication skills: formal/informal; verbal/non-verbal; listening; understanding; seeking clarification; responsiveness; eye contact; facial expressiveness; body language; use of appropriate professional language; ability to adapt communication techniques to audience requirements; presentation skills; ability to invite commitment to shared goals