**Level 2 Business and Administration**

# Sample Assessment task: notes for tutors

## Unit Title: Effective Communication for the Workplace

## ****Unit Code: A/615/7622****

This is a scenario-based assignment which gives your learners the opportunity to demonstrate their understanding of business organisations. The same scenario is used in the sample assignment for ‘Understanding Business Organisations”.

The assignment comprises two compulsory tasks and one optional task (Distinction learners only). The first task is focused on the creation of presentation material. This is designed to meet the evidence requirements of L/O1 and L/O2. It will also provide one document for L/O3 (where more than 1 document is required for evidence). The second document for evidence will be provided by work produced for the unit “Understanding Organisations”.

The second task focuses on delivering an oral presentation. This is designed to meet part of the evidence requirements of L/O4 (where more than one workplace situation is required).

The third task focuses on providing feedback to a colleague. This is designed to meet part of the evidence requirements of L/O4 (where more than one workplace situation is required) and to meet the Distinction criteria.

If you choose to use this sample assignment, you should feel free to adapt the scenario or form of evidence to make it more relevant to or appropriate for your learners. For example, you could decide to use a case study with several business organisations with different types of communication systems and styles. Visits to local organisations would aid understanding of communication types and their importance. Leaners may be familiar with communication issues through work experience and may wish to explore these and use them as examples in their evidence.

Tutors should check that learners have included all the evidence they need to achieve the unit. If a significant aspect has not been addressed, learners should be given an additional opportunity to cover this aspect, e.g. through a short question and answer.

Additional tasks are provided to enable learners to achieve Merit and Distinction. These are signposted. The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit as outlined below.

To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners.

Tutors may remove these additional tasks or make them compulsory depending on the abilities of students.

# Level 2 Business and Administration

## Effective Communication for the Workplace (****A/615/7622****)

**Developing *guidance* material for young people hoping to set up a business**

**Background**

A UK charity, “Let’s get working”, supports young people who want to set up their own business – or work in a business environment. They have just received a significant donation and want to use this money to expand their services, supporting more young people to develop their business ideas and employment possibilities. They have decided to offer a one-day workshop to any young person with a viable business idea and have asked you to develop materials.

**Task 1: Create presentation material**

You have been asked to create a PowerPoint presentation about the importance of effective communication in the workplace. You have been given some guidance (the headings and some bullets points about what to cover in each slide have been suggested). You must develop the ‘speech’ to deliver alongside these slides.

You should use a combination of text and diagrams or pictures on your slides; the key thing is to make it all very clear. It should be professionally presented and suitable for young people.

*Create your presentation material using the headings below:*

|  |
| --- |
| **Why is good communication so important to organisations?** You should make sure you   * think about the customers and explain how effective communication creates a positive impression of the organisation * describe the impact of poor communication with customers. How will this impact on the organisation? * think about how people need to work with their colleagues and explain how effective communication with colleagues enables work to be completed to a high standard * describe the impact of poor communication with colleagues. How will this impact on the organisation?   *If you are aiming for a* ***Merit*** *you need to:*  *Select a business organisation which you know well and explain the key features of effective communication in this organisation.*  **Types of communication.**  You should make sure you   * describe the main types of communication that are used in organisations. Make sure you cover different types of oral and written communication * Why do we use different types of communication? Explain why we use different types of communication depending on circumstances and who we are communicating with   *If you are aiming for a* ***Merit*** *you need to:*  *Compare and contrast the different approaches taken by an organisation when presenting similar information to different audiences (e.g. staff and customers).*  *If you are aiming for a* ***Distinction*** *you need to:*  *Select a document, website, presentation or other form of communication. Think about who it is intended for. Evaluate its effectiveness in presenting information to its intended audience.* |

**Task 2: Deliver your presentation**

Your manager is impressed with your presentation material. She has asked you to work with colleagues to deliver a short presentation on ‘Effective communication’ at the workshop.

Work in small groups to deliver different parts of the presentation to your intended audience.

Make sure you:

* Communicate clearly, adjusting register and tone to match the audience and purpose of the communication.

**Task 3: Provide feedback to your colleague**

*If you are aiming for a* ***Distinction****, you may wish to complete this task.*

You manager has asked you all to provide feedback to each other so that the presentation can be improved. Think about what your colleagues did well and what could be improved.

Provide feedback orally to each colleague in an appropriate manner with the purpose of encouraging them to improve their presentation on a future occasion.