



<b>Unit title</b>	Planning and Delivering Business Communication Activities
<b>SQA code</b>	H66W 04
<b>SCQF level</b>	8
<b>SCQF credit points</b>	6
<b>SSC ref</b>	Unit 12

## History of changes

**Publication date:** January 2014

**Version:** 01

<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>

© Scottish Qualifications Authority 2014

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Title	Planning and Delivering Business Communication Activities	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand how to plan business communication activities.	1.1 Identify the purpose, the intended audience and desired outcomes of a communication activity.  1.2 Assess the effectiveness of business communications in achieving their purpose and desired outcomes.  1.3 Explain the purpose of and when to keep a file copy of what information has been communicated.  1.4 Explain the importance of reviewing written communications for errors and mistakes.
2	Be able to produce written business communications.	2.1 Prepare written communication using language as appropriate for the purpose, audience and desired outcomes including accurate grammar, spelling and punctuation, and plain English.  2.2 Present written information in a structure and style as appropriate for the purpose, audience and desired outcomes.
3	Understand how to communicate verbally in a business environment.	3.1 Explain how to adapt own verbal contributions to professional discussions as appropriate to the audience, purpose of discussion, and the situation.  3.2 Explain what body language and tone of voice to adopt for a specific audience and the situation.
4	Be able to communicate information verbally to the business environment.	4.1 Present information and ideas verbally so that they are clear, accurate, convincing and/or persuasive.  4.2 Lead professional discussions to achieve pre-defined objectives.  4.3 Adopt appropriate active listening techniques to gain information from others.

<b>Learning Outcomes</b>	<b>Assessment Criteria</b>
<b>The candidate will:</b>	<b>The candidate can:</b>
	4.4 Deliver well-argued responses to questions appropriate to the situation and audience.

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
By completing this Unit, the candidate will understand how to plan business communication activities and be able to communicate information verbally and in writing in a business environment. The Unit will prepare candidates to contribute and lead discussions with senior colleagues, peers and clients in a professional business context.
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
N/A
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

## Assessment (evidence) Requirements

Evidence must be authentic, current, sufficient for purpose and valid — and should come from real work produced in the workplace. Where the assessment is regarding a candidate's knowledge and understanding it should be related to the candidate's workplace or working situation. Real work is defined as the provision of a product or service which, if not carried out by the candidate, would require someone else to do it.

It will be the assessor's responsibility to agree the best method of assessing a candidate in relation to their individual circumstances. The agreed methods must be:

- ◆ valid
- ◆ reliable
- ◆ safe and manageable
- ◆ suitable to the needs of the candidate

**Simulation is not acceptable as a form of evidence for this Unit.**

## Guidance on Instruments of Assessment

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

### Acceptable Types of Evidence

A range of different types of evidence is desirable to demonstrate achievement of this Unit. Assessors may consider a number of methods of gathering evidence. These could include:

- ◆ **Observation:** this should form a substantial part of the evidence.
- ◆ **Product evidence:** as would be contained within a portfolio or signposted to its location within in the workplace.
- ◆ **Professional Discussion:** an in-depth discussion recorded electronically or in writing. Assessors must be able to authenticate what candidates have discussed. This may be through confirmation from a third party or sight of the documentation discussed.
- ◆ **Witness Testimony:** in writing or verbally to the assessor. This could include existing in-house records such as internal audit records, call monitoring, observation and file review checklists. The name of the witness and their relationship to the candidate should be clearly documented.
- ◆ **Questioning:** using open questions to elicit detailed and articulate replies. Assessor records should include sufficient detail to justify assessment decisions.
- ◆ **Recognition of Prior Learning:** this should be acknowledged where appropriate. In all instances where recognition of prior learning is used as a form of evidence, assessors must ensure the candidate's knowledge or competence remains current and that all Assessment Criteria have been met through valid assessment tools.

### **Guidance on Instruments of Assessment (cont)**

Assessors should discuss decisions to be made with candidates at an early stage as to the suitability of particular forms of evidence (eg candidate statements, photographic evidence, video recordings).

Holistic assessment is encouraged and one piece of evidence can be used to meet the requirements of more than one Learning Outcome, Assessment Criterion, or Unit.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:

**[http://www.sqa.org.uk/files\\_ccc/GuideToAssessment.pdf](http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf)**