

# CFABAA613 SQA Unit COde F93M 04

## Understand how to communicate in a business environment



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### Overview

This standard is about understanding how to communicate both verbally and in writing in a business environment. It includes planning communication and seeking feedback to ensure that the communication achieved its purpose. It is for administrators who need to understand how to communicate in a business environment.

**Performance  
criteria**

**Plan communication**

*You must be able to:*

- P1 identify the purpose of the communication
- P2 decide which method of communication to use

**Communicate in writing**

*You must be able to:*

- P3 format information clearly and accurately
- P4 use language that suits the purpose of the communication
- P5 use accurate grammar, punctuation and spelling to make sure meaning is clear
- P6 check work and make any necessary amendments
- P7 produce the communication to meet deadlines recognising the difference between what is important and what is urgent
- P8 keep a file copy of all communication

**Communicate verbally**

*You must be able to:*

- P9 present information clearly to others
- P10 make contributions to discussions
- P11 listen actively to information other people are communicating
- P12 ask relevant questions to clarify anything not understood

**After communication**

*You must be able to:*

- P13 seek feedback on whether the communication achieved its purpose
- P14 reflect on the outcomes of the communication and identify ways to develop communication skills further

**Knowledge and understanding**

**Plan communication**

*You need to know and understand:*

- K1 the reasons for identifying the purpose of communication
- K2 methods of communication and when to use them

**Communicate in writing**

*You need to know and understand:*

- K3 how to use language that suits the purpose of the communication
- K4 how to format information clearly and accurately
- K5 how to use grammar, punctuation and spelling accurately
- K6 the principles of Plain English
- K7 the reasons for checking work
- K8 how to recognise when work is urgent or important
- K9 the organisation's procedures for filing communications

**Communicate verbally**

*You need to know and understand:*

- K10 how to present information and ideas clearly
- K11 how to contribute to discussions
- K12 methods of active listening

**After communication**

*You need to know and understand:*

- K13 how to seek feedback on whether the communication achieved its purpose
- K14 the value of reflecting on the outcomes of the communication and of identifying ways to develop communication skills further

## **Additional Information**

### **Skills**

1. communicating
2. organising
3. planning
4. reflecting

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