

National Unit Specification: general information

UNIT Administrative Management: Presentation and Communication (Advanced Higher)

CODE DX2C 13

COURSE Administration (Advanced Higher)

SUMMARY

This Unit is designed to enable candidates to use a number of advanced presentation functions to create and develop multi media presentations which communicate administrative issues using appropriate software. It also gives candidates the underpinning knowledge and skills to understand the importance of communication and, in particular, screen-based communication within an administrative function.

This Unit is a mandatory Unit of the *Administration (Advanced Higher)* Course and is also available as a freestanding Unit. This Unit is suitable for candidates progressing from Higher Administration and provides a basis for further study.

OUTCOMES

- 1 Explain the importance of communication with regards to its purpose and the target audience.
- 2 Plan a screen-based presentation to communicate an administrative issue.
- 3 Design and create a screen-based presentation to communicate an administrative issue.
- 4 Evaluate the success of using a screen-based presentation to communicate an administrative issue.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained the following, or equivalent:

- ◆ Higher Administration or its Units

Administrative Information

Superclass: AB

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CREDIT VALUE

1 credit at Advanced Higher (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates*

CORE SKILLS

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill	Information Technology at SCQF level 6
Core Skill Components	None

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Explain the importance of communication with regards to its purpose and the target audience.

Performance Criteria

- (a) Explain the differences between formal and informal communication.
- (b) Describe the types of communication which are appropriate for different purposes and audiences.
- (c) Explain barriers to communication.
- (d) Explain the effects of ICT on communication.

OUTCOME 2

Plan a screen-based presentation to communicate an administrative issue.

Performance Criteria

- (a) Identify the key points of the issue which are relevant to a given purpose and audience.
- (b) Structure the key points in a logical manner.

OUTCOME 3

Design and create a screen-based presentation to communicate an administrative issue.

Performance Criteria

- (a) Create and save a new presentation to communicate the key points of an issue for a given purpose and audience.
- (b) Incorporate a range of advanced features to enhance the presentation.
- (c) Customise the slide show to enhance the presentation.
- (d) Incorporate multi media features to enhance the presentation.
- (e) Save the presentation in the required view.

National Unit Specification: statement of standards (cont)

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OUTCOME 4

Evaluate the use of screen based presentations in administrative contexts.

Performance Criteria

- (a) Explain the criteria against which the delivery of a screen based presentation can be evaluated.
- (b) Explain aspects of design which can improve a screen based presentation.
- (c) Explain how to overcome technical problems which can occur when delivering a screen based presentation.
- (d) Evaluate the benefits and potential problems when using screen based presentations in administrative contexts.

National Unit Specification: support notes

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EVIDENCE REQUIREMENTS FOR THIS UNIT

The mandatory content for this Unit is detailed in the Appendix at the end of this Unit specification — Unit Content.

Written and/or recorded oral evidence and product evidence is needed to demonstrate that candidates have met the requirements of all Outcomes and Performance Criteria for this Unit.

Evidence in relation to Outcome 1 will be produced in response to a series of restricted response questions. Candidates must attempt these questions under closed-book, supervised conditions. The maximum time allowed for this assessment is 30 minutes.

The use of a cut-off score is appropriate for this assessment. When a candidate fails to achieve the cut-off score, re-assessment should take place using a different instrument of assessment.

Evidence in relation to Outcomes 2, 3 and 4 will be produced by completing a practical assignment in which candidates are required to plan and produce a screen-based presentation which communicates an administrative issue and to evaluate the use of screen based presentations in administrative contexts.

Candidates should be given a clear brief which explains:

- ◆ the administrative issue they are required to communicate
- ◆ the purpose of the presentation
- ◆ the target audience for the presentation
- ◆ the length of the presentation which should be between 8–12 slides
- ◆ that they will need to e-mail their final presentation to their teacher/lecturer and also submit a hard copy in order to complete the assignment

Candidates should also be given a suitable pro forma on which to record the planning of the presentation and the evaluation of the use of screen based presentations. This should be submitted with the hard copy of the screen based presentation.

Candidates should build their presentation on their own under supervision over a period of time to ensure that it is their own work. There is no requirement to deliver the presentation orally.

If reassessment is required, a different instrument of assessment containing a new brief should be attempted.

The standard to be applied, appropriate cut-off scores and the breadth of coverage are illustrated in the National Assessment Bank (NAB) items available for this Unit. The NAB includes a test and sample practical assignments which contain a candidate brief and appropriate pro forma. If a centre wishes to design its own assessments for this Unit they should be of a comparable standard.

National Unit Specification: support notes (cont)

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This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit would be suitable for anyone who wishes to gain advanced skills in using presentation software. Presentations are an important development tool as they can provide assistance in the most demanding of climates to facilitate understanding by the use of advanced formatting and layout techniques. In addition Outcome 1 covers the theoretical aspects of communication within the administrative function while Outcome 4 involves evaluating the use of screen based presentations in administrative contexts.

Candidates will be expected to plan, design and create a presentation within the time limit demonstrating competence in using the software with a level of skill well beyond that of the basic user. The presentation should be appropriate for the given purpose and target audience in terms of content and layout. It should be attractively presented incorporating the use of a variety of design options such as custom backgrounds, using the slide master, bullet points, animated charts and graphics. The slides should be in a logical order and include a summary slide. Music or sound should be added to enhance the overall effect. Candidates should then evaluate their presentation with regards t

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Candidates should be able to gain advanced skills in the use of the presentation software by creating and editing a variety of different presentations. They should be familiar with editing, special tools, macros, management of presentations and the customising of presentations. They should be encouraged to undertake complex functions within the package to enhance their presentations. There should be discussion about types and sizes of audiences, demographics and knowledge base before a presentation is developed. The use of sound and colour to enhance presentations should be explored and the styles in which a presentation can be delivered ie body language.

Candidates should also be encouraged to think about the technical aspects of delivering screen-based presentations. They should be aware of the necessary hardware and software and be aware of the need to cope with unexpected complications and adapt the presentation accordingly depending on the situation.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The assessment of Outcome 1 should be completed under closed-book, supervised conditions once candidates have acquired the necessary underpinning knowledge and skills to understand the importance of communication — including screen based communication - within an administrative function. The timing of assessment is at the discretion of the centre. It may be appropriate for candidates to attempt this assessment before beginning their practical assignment. However candidates may gain further understanding and skills during the process of completing the assignment and it would also therefore be appropriate to attempt this assessment towards the end of the Unit.

Candidates may complete the practical assignment on an ongoing basis during the delivery of the different practical aspects of the Unit. Candidates must complete the assignment on their own but the teacher or lecturer should supervise the work. Supervision may take the form of for example the discussion of drafts, problems encountered or progress made. Supervision should ensure that the teacher/lecturer is confident that the completed assignment is the candidate's own work.

It may be necessary for teachers/lecturers to make available appropriate logs, clip art, video or sound files for candidates to select and use in their screen based presentation.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

National Unit Specification: statement of standards (cont)

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Appendix — Unit content

NB: This Appendix is within the statement of standards, ie the mandatory elements of the Unit.

Types of communication	Formal and informal, internal, external, horizontal and vertical (multi directional, top/down, bottom up) Qualitative and quantitative Oral (verbal), written and electronic, strengths and weaknesses of each Different types, eg face to face, telephone, video conferencing, letters, memos, notices, emails, fax, in-house publications, LCD screens Features: accurate, complete, relevant, timely, cost effective
Barriers to communication	Noise, distortion, lack of interest, jargon, perception, bias and selectivity, jumping to conclusions, information overload
Effects of ICT	Advantages and disadvantages of mobile phones, video phones, video conferencing, email, LCD Screens, Presentation Software interactive white boards, web cams and their contribution to communication
Criteria for evaluation	Venue, seating, temperature, lighting, external noises visual impact, pace, tone
Methods to improve presentations	Slides in logical sequence, content appropriate to time and audience Use of colour, sound, drawing pen Interactive elements
Technical problems	Set up, hardware, pc, projector, screen, speakers, keyboard, remote mouse Identify problems: eg blank screen, remote mouse not working, projector not working, no sound. Set up effective file management system Software, file formats, packaged for CD — back ups, storage mediums (memory sticks, CDs, networks)

National Unit Specification: statement of standards (cont)

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Create a presentation	Insert/delete/edit text, fonts, bold, italics, underline, alignment, promote, demote text Insert, graphs, charts (eg organisation), diagrams (eg cycle, radial) tables, graphics/pictures (including as watermarks) Add/delete/insert slides Create summary slide Use slide master to create and apply background, fill effects and apply styles Design colour scheme for background
Utilise a range of features	Use drawing tools, autoshapes, word art — layer objects, bring to front, or send to back Apply 3-D effects and shadow to objects Use and customise bullets — dim/change, colour after use, space appropriately Insert footers and page numbers Insert appropriate action buttons Insert hyperlinks to other files, slides, internet
Customise shows	Set up slide transitions, modify speed, apply sounds and narration to slides Custom animation: effects on entrance, exit, for emphasis and motion paths Rehearse and apply timings View show as a kiosk Set up show to loop continuously
Utilise a selection of multi media	Pre set sounds, narration, music and video clips
Print and Email	Print in notes view, handout view, print selected slides as word documents in notes view, Email presentation