

IT Level 2 (Higher) Diploma

INF2U3

Unit 3: Effective Communication

Unit 3: Effective communication

In this unit, you will explore how individuals and groups communicate and why effective communication is vital for individuals, teams and businesses to succeed in the modern world. You will explore the principles of effective communication and then apply these principles to your evaluation of the role of digital technology in communication. In this way you will be able to reflect upon the importance of selecting the most appropriate medium for communication in a wide range of situations.

Learning outcomes

1. Be able to identify and demonstrate the features of effective communication between individuals and groups
2. Know how to use confident, correct and contextually appropriate English in a business environment understand the need to plan and use different media for interpersonal and team communication in different situations
3. Be able to explore and reflect on the consequences of different behaviours, attitudes and actions in the business environment within a team working context.

Assignment brief

Learners are encouraged to use evidence of communication methods from any other assignments they may have completed prior to Unit 3.

Teacher-set Scenario

Pearldom is a recruitment agency, based in Leicester, specialising in recruitment for store-based jobs. These include checkout staff, stock handlers, supervisors as well as specialists such as bakers, butchers, and pharmacists. As part of your Principal Learning you will be carrying out a project intended to help the agency with the promotion of their services. During this time you will collect evidence of their use of communication methods and media as well as records of your own communication.

You will also carry out research on organisations of your own choice so that you may write a comparative report on the organisations.

Task 1. Research both internal and external communication methods used at *Pearldom* and the organisations of your choice. Write a report on your findings

Task 2. Create and present your group findings.

Task 3. Write a review of your own use of communications

Unit 3: Effective communication

Contents of files in sample coursework	Page Prefix
Assignment abstract	AB
Communication Methods Research Report	CM
Presentation Plan	PP
Presentation Notes	PN
Effective Communication Presentation (PowerPoint file)	
Witness Testimony Unit 2	WT2
Witness Testimony Unit 3	WT3
Witness Testimony Unit 6	WT6
Witness Testimony Communication	WTC
Business Studies Teacher Witness Testimony	BSTWC
Communication Review	
Letter to Mrs Ahmed	
Agendas and minutes of meetings	
RM001- Minutes	
RM002- Agenda	
RM003- Minutes	
RM004- Minutes	
RM005- Minutes	
RM006- Minutes	
Additional evidence:	
E-mail Communication	
Phone Conversation Transcript	