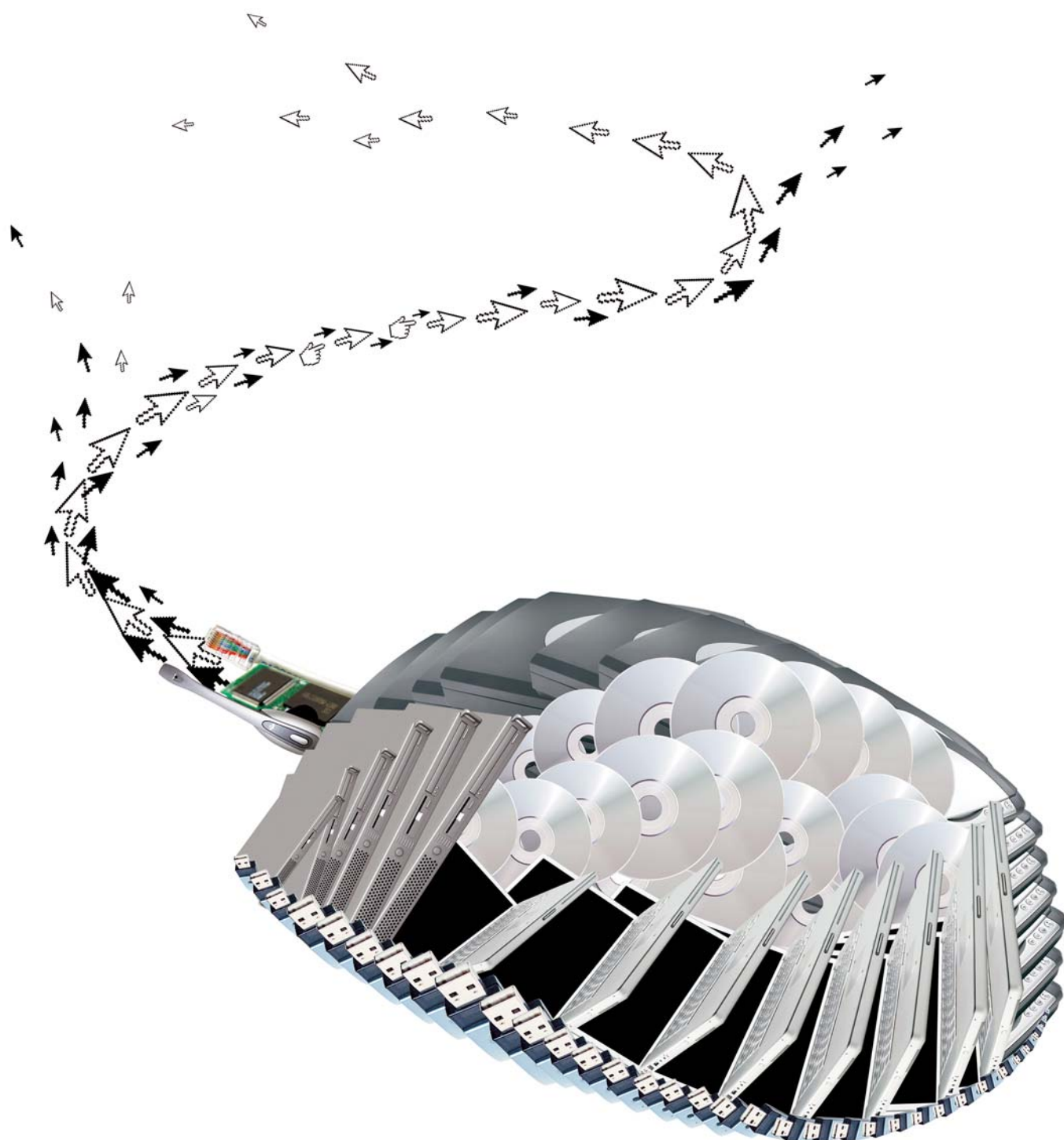


SAMPLE INTERNALLY ASSESSED UNIT COMMENTARY

UNIT 3 - EFFECTIVE COMMUNICATION



AQA-City & Guilds IT Diploma

Level 2 Unit 3 Sample Coursework Commentary

The evidence requirements, as set out in the Specification are listed below:

- 1 Evidence of how the group worked together to plan, research, deliver and evaluate the presentation, including:
 - a) how the team communicated and collaborated
 - b) how the team provided constructive feedback
 - c) how they responded to feedback
 - d) how the team might have done things differently or more effectively
 - e) clear evidence of their individual contributions to team work, the presentation and evaluation.
- 2 A word-processed report from the research that they have carried out on the use of different communication media within organisations, how they are used, the implications for those organisations posed by their use and the potential for different uses of communication media.
- 3 A plan for the presentation that they are going to give, including:
 - a) specification of the intended audience and content
 - b) an outline of the media and methods and behaviour/style to be used
 - c) why these media, methods and behaviours/styles are appropriate for the audience and message.
- 4 Evidence of the presentation that they have given including handouts and any script used.
- 5 A review of the presentation supported by evidence of feedback obtained from the audience, including changes they could make as a result of the feedback.
- 6 A personal review of the communication methods and media they have used, including:
 - a) their active listening skills
 - b) their written and spoken English
 - c) how they have used different personal behaviour/styles in different situations during the study of the unit
 - d) evidence of how they have used formal and less formal English, as appropriate to the situation.

Evidence of effective verbal communication, active listening and appropriate personal behaviour/style may be supported by witness statements and documented feedback.

Comments

The evidence presented addresses some of the assessment criteria but there are many missed opportunities and much evidence missing.

- What is disappointing is that so little evidence has been gathered from other units that have been completed. This is limited, in this example, to some witness statements and an e-mail. There are many opportunities to link Unit 3 with other units and candidates should be encouraged to gather examples as they occur.
- The written report focuses on several organisations and is detailed. The candidate has used the opportunities to gather information well. This information is presented in a formal report that clearly demonstrates an understanding of what is required in this type of formal communication.
- The presentation is a slide show. There is, however, no reason evident for using this medium and it may have been more appropriate for the team to have considered other media such as a video, multimedia presentation, the use of sound and so on. These would all have been perfectly valid.
- The various minutes show that some planning took place and some teamwork took place, but this evidence is very brief and does not provide good evidence. By contrast, the Presentation Plan provides good evidence of the planning process.
- The Presentation itself is quite reasonable, with some good content. The supporting documentation is limited to a handout or script.
- Supporting evidence, in the form of a video, or records of feedback, have not been included, though these might have contributed significantly. There is a good Witness Statement.
- There is no evaluation of the presentation, or much record of the teamwork that had taken place and again this is disappointing.
- The review of communication carried out by the candidate is very weak. As suggested above the candidate could have been encouraged to collect examples of communication throughout the duration of the course for use in this review. This would have shown progression in personal style, knowledge of media and their use and so on.
- Although the evidence presented has addressed some elements of the assessment criteria, unfortunately there are large parts that have not been addressed and this is reflected in the mark awarded.
- The attached Mark Grid shows how a mark of **21/48** has been awarded.

AQA-C&G IT DIPLOMA: PRINCIPAL LEARNING LEVEL 2, UNIT 3: EFFECTIVE COMMUNICATION YEAR OF EXAMINATION:

Centre Number	Candidate Name	Assessor	Total Mark	23/48
	Candidate Number	Moderator	Moderator's Mark	/48

Assessment criteria topic 1: Effective communication (12 marks)

	0-1 mark	2 marks	3 marks	
1	Candidate produced a research report which includes some descriptions of different communication media and how they are used	Candidate produced a research report which includes descriptions of different communication media and how they are used, and which shows some appreciation of how effective they are in the given organisations	Candidate produced a research report which includes well illustrated descriptions of the use of different communication media and their relevance and value to the organisations	
	Location of evidence, including page number: The Communication Methods Research Report, pages CM1 to CM8, describes a variety of communication media and how they are used within the three organisations researched. The candidate also shows a good appreciation of their relevance and value and of the good and bad aspects for the organisations involved. Comments:			Mark 3
2	Candidate showed a basic understanding of how communications may change in the future	Candidate showed understanding of how communications may change in the future	Candidate produced a conclusion which shows a good understanding of how and why communications may change in the future	
	Location of evidence, including page number: The candidate has made various references to how the organisations could change their communication in the future, pages CM6, CM7 and these ideas are current practice in some organisations. Because this conclusion contains few ideas it is not clear that the candidate has a good understanding of how and why communications may change in the future and so is awarded two marks. Comments:			Mark 2

	0-1 mark	2 marks	3 marks
3	Candidate showed a basic understanding, throughout the work, of what makes communication effective	Candidate showed an understanding of what communicating effectively means, and their personal evaluation shows how they have put this into practice and learnt from the experience	Candidate has been able to communicate effectively and understood the importance of doing so; has also produced an evaluation which shows a good understanding of the importance of listening as well as speaking
	Location of evidence, including page number: There is some evidence in the Communication Methods Report. Comments:		
4	Candidate attempted to communicate effectively	Candidate communicated effectively in some situations	Candidates demonstrated their ability as a good communicator in a range of situations
	Location of evidence, including page number: There is some evidence of effective communication in the records of e-mails and letters. There are also several Witness Testimonies that demonstrate the candidate's ability as a good communicator in a range of situations, both formal and informal. Comments:		

Assessment criteria topic 2: English in business contexts (12 marks)

	0-1 mark	2 marks	3 marks
5	Candidate produced a presentation which shows some use of correct English	Candidate produced a presentation which uses correct English in most aspects, but not always effectively	Candidate produced a presentation which demonstrates a good understanding of how to use correct English effectively
	<p>Location of evidence, including page number: The presentation uses correct English throughout and demonstrates that the candidate has a good understanding of how to use correct English effectively.</p> <p>Comments:</p>		
6	Candidate produced supporting documentation which showed some use of correct English	Candidate produced supporting documentation which uses correct English in most aspects, but not always effectively	Candidate produced supporting documentation which demonstrates a good understanding of how to use correct English effectively
	<p>Location of evidence, including page number: The supporting documentation for the presentation, Presentation Notes page PN1 to PN4 is basically a script. This does use correct English but it is not clear that the script will be effective as a handout. Without some other supporting explanation only two marks are awarded.</p> <p>Comments:</p>		
7	Candidate produced an evaluation which shows some evidence of informal communication	Candidate's evaluation includes informal documents, or other records of informal communication, which show an appropriate use of English	Candidates evaluation showed an understanding of when to use informal communication and the candidate achieved this using a range of appropriate media
	<p>Location of evidence, including page number: There is no evaluation.</p> <p>Comments:</p>		
8	Candidate produced an evaluation which contains limited use of correct English for formal documents	Candidate's evaluation includes formal documents, or other records of formal communication, which show an appropriate use of English	Candidates evaluation showed an understanding of when to use formal communication and the candidate achieved this using a range of appropriate media
	<p>Location of evidence, including page number: There is no evaluation.</p> <p>Comments:</p>		

Assessment criteria topic 3: Plan and use different communication media (12 marks)

	0-1 mark	2 marks	3 marks
9	Candidate produced a brief plan for the presentation, concentrating on the content	Candidate produced a detailed plan for the content of the presentation	Candidate produced a detailed plan for the content of the presentation, showing a clear understanding of how it is relevant to the audience
	<p>Location of evidence, including page number: The presentation plan, Pages PP1 to PP2, includes information on the content of the presentation. This gives some detail on what each slide will contain and refers to the sources of examples, such as the Communication Methods Research Report, though these are not included in the planning. The note on PP1 shows the relevance of the content to the audience and how they will check its relevance. This is supported by the Teacher Witness Statement from the GCSE Business Studies Teacher, Mrs Ahmed, Page TWBS1</p> <p>Comments:</p>		
10	Candidate has provided limited evidence of planning appropriate delivery methods and styles for the presentation	Candidate has provided evidence of planning appropriate delivery methods and styles for the presentation	Candidate has provided evidence of planning that shows what communication methods are appropriate to the audience and content, as well as the personal style required when delivering the presentation
	<p>Location of evidence, including page number: There is good evidence of planning in the Presentation Plan. There is evidence that the physical style of the presentation has been planned with the audience in mind and that they are aware of the appropriate delivery method for the presentation. The style of the presentation has also been considered. There is plenty of evidence that the personal delivery style has been considered, Presentation Plan page PP3.</p> <p>Comments: No other style of presentation, apart from a Powerpoint presentation, seems to have been considered.</p>		
11	Candidate showed some consideration of the use of media and personal styles in their other communication	Candidate has considered what media and styles of behaviour to use and when, for some of their other communications	In addition candidate has considered improvements that could have been made to the planning and enablement of team communication
	<p>Location of evidence, including page number: The Letter to Mrs Ahmed is formal in style and uses the correct medium. Various witness statements show that the candidate has considered his personal style in his communications and made changes over time. There is little else to indicate that he has considered the media to use.</p> <p>Comments:</p>		

	0-1 mark	2 marks	3 marks
12	Candidate made an attempt to review their use of media and personal styles in their communications	Candidate has reviewed their use of media and personal styles in their communications and has reviewed their presentation in the light of feedback from the audience	Candidate has demonstrated that review is an integral part of their work. In addition candidate has shown an understanding of how their presentation could be improved
	<p>Location of evidence, including page number: Although there are screenshots of e-mails, transcripts of a phone conversation and some poor records of meetings, the only evidence of a review is limited to a few words in the presentation and a brief document, the Communication Review. This is just sufficient for one mark to be awarded.</p> <p>Comments:</p>		

Assessment criteria topic 4: Successful team working in a business environment (12 marks)

	0-1 mark	2 marks	3 marks	
13	Candidate has stated some factors necessary for a team to work successfully	Candidate has described the factors that contribute to successful teamwork	Candidate has explained the factors that contribute to successful teamwork, demonstrating an understanding that would enable their knowledge to be applied again in a different situation	
	Location of evidence, including page number: There is no evidence. Comments:			Mark 0
14	Candidate has provided some evidence of giving feedback to others on performance and behaviour	Candidate has provided evidence of giving useful feedback to others on performance and behaviour	Candidate has provided evidence of giving constructive feedback to others on performance and behaviour	
	Location of evidence, including page number: There is no evidence. Comments:			Mark 0
15	Candidate has provided some evidence of receiving feedback from others on performance and behaviour	Candidate has made changes to work to reflect feedback from other team members on performance and behaviour	Candidate has responded constructively to feedback from other team members about performance and behaviour	
	Location of evidence, including page number: The Unit 6 Witness Statement and Communication Witness Statement show that he has received feedback from others on behaviour and it is clear that changes have been made, but the evidence is not sufficient to support a mark of 2. Comments:			Mark 1

	0-1 mark	2 marks	3 marks	
16	Candidate has shown a basic understanding of different behaviours and their relevance to team working	Candidate has shown a good understanding of what is meant by leadership, negotiation or conflict resolution skills in relation to teamwork	Candidate has understood and been able to apply effective leadership, negotiation or conflict resolution skills, in a number of situations	
	Location of evidence, including page number: There is no evidence.			Mark
	Comments:			0

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