
Unit 401: Effective communication in business

Handout 1: Unit aims and outcomes

Unit aim

The purpose of this unit is to provide learners with an understanding of the importance of effective communication (written, verbal and non-verbal) in a business environment. Learners will understand why effective communication is critical for businesses and will be able to recommend different types of communication methods suitable for specific purposes.

Learning outcome 1

The learner will: Understand the importance of effective communication in business

The learner can:

- 1.1** Explain the relevance of the communication cycle in effective communication
- 1.2** Explain the benefits of different types of communication
- 1.3** Explain how effective communication in business motivates employees and customers
- 1.4** Evaluate the effectiveness of different types of communication

Learning outcome 2

The learner will: Understand the importance of effective written communication in business

The learner can:

- 2.1** Explain the importance of clear written communication in business which meets the needs of different audiences
- 2.2** Evaluate different sources of information that may be used when preparing written communication
- 2.3** Evaluate different styles and tones of written communication

Learning outcome 3

The learner will: Understand the importance of effective verbal communication in business

The learner can:

- 3.1** Evaluate ways of communicating verbally clearly and convincingly to different audiences
- 3.2** Describe the benefits of active listening
- 3.3** Explain how to overcome barriers to verbal communication

Learning outcome 4	The learner will:	Understand how to communicate effectively in a non-verbal way
	The learner can:	4.1 Explain how to recognise and respond to different body language in business environments
		4.2 Explain how rapport is developed with colleagues and customers through using effective non-verbal communication
Learning outcome 5	The learner will:	Understand the purpose and value of getting feedback when developing communication skills
	The learner can:	5.1 Evaluate different ways of getting feedback on whether communications have achieved their purpose
		5.2 Explain the purpose of using feedback to develop communication skills
Learning outcome 6	The learner will:	Be able to recommend communication methods for specific purposes
	The learner can:	6.1 Identify the purpose of the communication
		6.2 Justify the use of different types of communication for specific purposes
		6.3 Recommend communication strategies for specific purposes