

**Unit Title:** Understanding Business Communication  
**Unit Level:** Level 1  
**Unit Credit Value:** 3  
**GLH:** 27  
**LASER Unit Code:** WJC407  
**Ofqual Unit Code:** H/506/0548

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand business communication.	1.1	Identify forms of communication which take place in an average day.
2.	Know how to choose an appropriate communication method.	2.1	Identify how to choose an appropriate communication method.
3.	Understand effective business communication.	3.1	Identify effective and ineffective communication.
4.	Understanding a business team and the behaviours within that team.	4.1	Identify individual and group behaviours in a team.
5.	Understand the benefits of an effective communication strategy.	5.1	Outline the measurable benefits of effective communication, for example, efficiency, effectiveness, moral, motivation etc.

<b>Assessment Guidance:</b>
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NA
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<b>Additional Information:</b>
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