

Your task for this part of the coursework is to complete an in depth study of the communications used within ACV and Mint.

You need to give an oral presentation to your tutor covering all tasks for level one and level two.

By the end of this Module you should be able to:

Level 1

- 1 **Describe** the main methods of communication within each business, both oral and written.
- 2 **Identify** differences in communication used between small and larger organisations.
- 3 **Outline** different methods of communication used internally and externally by each business.
- 4 **Explain** where ICT is used by each business to help their communications.

Level 2

- 5 **Explain** how the different methods of communication used are appropriate.
- 6 **Explain** why the use of ICT is appropriate in certain circumstances.

Level 3

- 7 **Make suggestions** on how each business could improve their internal and external communications.
- 8 **Explain** how ICT can be used to make improvements.

Key words to use in this piece of work:

Oral relates to communication that is spoken.

Written relates to communication that is visual—type or hand written,

Internal means within the business. It can also apply where the business is spread over many sites, even in different parts of a region, or even between different countries.

External means outside of the business. It relates to people who DO NOT work for the business.

Appropriate refers to you having to say why a certain method should be used. It would be appropriate because...

Improvements are ways in which the communications can be made better for the benefit of the business.

ICT relates to where the computer or other electrical pieces of equipment are used or can be used to make improvements in the future.

Progress Tracker Level One

TICK WHEN
COMPLETED

TIP: For your whole presentation do Castle Ventures first, points 1-6, then go through same 6 points for Mint. CLEARLY identify which business each powerpoint slide refers to.

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level one and can then move on to Level two work.

1 Describe the main methods of communication within each business, both oral and written.

You need to **describe** the range of oral and written communications used within each business. This should include a brief description of each method. Possible methods could include:

- Face to face conversation
- meetings
- telephone
- letters
- E-mail
- Reports
- Brochures
- Adverts
- Memos
- Notices
- tannoy

2 Identify differences in communication used between small and larger organisations.

You need to think about all of the possible communication methods that are **suitable** for your chosen business. Remember that a small business will not communicate in the same way as a large business—there may only be one phone and one computer. If there are only 2 or 3 staff do you need a noticeboard? Or would you send a report to each other?

3 Outline different methods of communication used internally and externally by each business.

This section simply builds on point no.2. Think about the size of your business and how they communicate internally and how they get messages to each other. One business may have offices or staff in a number of different places, i.e. Castle, whilst a smaller business may just be one shop or one office, so there are big differences in how staff communicate in each. Think about external methods and how each would communicate with a customer or a supplier of materials.

4 Explain where ICT is used by each business to help their communications.

Explain what is meant by ICT and where it can be used. Examples may include computers for letter writing, e-mail, publisher—leaflets, power point slides, notices and memos. Computers can also be used to design adverts and colourful brochures.

Other methods may include radios, beepers, texts, video, dvd, cd...

Progress Tracker Level Two

TICK WHEN
COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level two and can then move on to level three work.

5 Explain how the different methods of communication used are appropriate.

Take five methods of communication for each business and explain where each method would be appropriate and reasons when that method would not be appropriate.

For instance, a letter **WOULD** be appropriate when passing on confidential information to an employee, customer or supplier. It may explain a wage rise, or a discipline issue, or inform customers of delivery of an order, or agreed prices. A letter however **WOULD NOT** be appropriate if you wanted to give out general information regarding a social event, or where you needed something passing on quickly with confirmation that the person received the message.

An e-mail **WOULD** be appropriate when you wanted to make sure a person gets the message at some stage, and you want to send the same message to a large group of people. It **WOULD NOT** be appropriate if you were sending something confidential as you don't know who can tap into e-mails.

Face to face is appropriate when you want to have a private conversation with a person and you need their response straight away, but it may not really be appropriate for getting the same message to a large number of people as it would take a long time if the same conversation was to be had with many people.

6 Explain why the use of ICT is appropriate in certain circumstances.

Some of this answer will be evident in point no. 5, i.e. use of e-mail. Also consider where a colour advert, leaflet or brochure/price list may be appropriate— trying to attract customers, enhance reputation of your business.

Progress Tracker Level Three

TICK WHEN
COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level three and your FINISHED!

This is a WRITTEN piece of work and is additional to your presentation for points 1-6 covering levels one and two!!!

7 Make suggestions on how each business could improve their internal and external communications.

You need to think about how effective the communication methods are in each business. Give your opinion on one or two areas where you feel that communications could be improved, and say how the improvements would benefit the business.

For example:

Castle could have its own internal INTRANET system, this is where staff can quickly send e-mails to each other within the Estates as they can find each employees e-mail address i.e. joebloggs@alnwickcastle.com, or each employee could carry a bleeper so they can be contacted urgently if there is a query.

They could have a staff newsletter 2,3 or 4 times a year to keep everyone up-dated. They could have team briefings each week/month to inform staff of what is expected of them and how they are doing in terms of visitor numbers. They could also mention here any customer complaints received to see if there are any problem areas that need addressing.

Mint could extend their sales by moving into on-line sales with a range of clothing being sold through this method. They could also produce a colour catalogue that can be handed out to customers in the shop, or leaflets showing latest sale items etc.

For each method say how they would help improve internal or external communications, or both.

8 Explain how ICT can be used to make improvements.

This follows on from point no. 8, just need to state that if any of the improvements suggested involve use of ICT then say how or why they will be of benefit. i.e. coloured brochures/leaflets are eye catching and will help attract more visitors or customers to the business. Use of power point in a team briefing to clearly show staff the progress or developments of the business—past and current visitor numbers per month etc.