

Level 4 Diploma in Administration for Executive Assistants

Assessment

Unit 3 Effective Communication in Organisations

The assessment for unit 3 is a Reflective Portfolio to assess and evidence your personal progress in developing and applying communication within the work situation. The portfolio will include a reflective account of how your knowledge and skills have been developed and applied supported by material evidence and witness statements.

Your portfolio should be in the region of 1500 words (excluding Appendices, the Bibliography and any evidence provided), compiled using the template provided and satisfy all learning outcomes by:

- Describing the nature and variety of communication models and your application of them to the business context
(25 marks)
- Explaining the role of verbal and non-verbal communication in making your workplace interactions effective
(25 marks)
- Evidencing your participation, negotiation, and persuasion in team situations and working groups
(25 marks)
- Assessing the appropriateness of Information and Communication Technologies to enhance the effectiveness of business communications
(25 marks)

When reflecting on the development and application and knowledge and skills, you should describe what happened and your feelings/thoughts about it, analyse what sense can be made of it, draw conclusions about what else can be done, and compile an action plan of what to do should it occur again. The model of reflection used for this assessment is based on Gibbs Model of Reflection (1988).

Guidance for Completion

Compile your portfolio using the template provided by producing a reflective account (hand written or word processed) and supporting evidence of what you are asked to do for each of the following learning outcomes:

Learning Outcome 1

Describe the nature and variety of communication models and their application in business contexts.

- Describe models and their application to business
- Explain feelings and thoughts about the models and their application
- Evaluate good/bad points about the models
- Analyse the sense to made of applying the models
- Draw conclusions about what else should be done
- Prepare an action plan to deal with the situation should it arise again

Learning Outcome 2

Understand the role of verbal and non-verbal communication in effective workplace interactions.

- Describe the role of verbal and non-verbal communication
- Explain feelings and thoughts about the effectiveness of verbal and non-verbal communication
- Evaluate good/bad points about verbal and non-verbal communication
- Analyse the sense to made of using verbal and non-verbal communication in the workplace interactions
- Draw conclusions about the use of verbal and non-verbal communication
- Prepare an action plan to deal with the situation should it arise again

Learning Outcome 3

Participate, negotiate, and persuade in team situations and working groups.

- Describe situations in which you have participated, negotiated, and persuaded in team and working groups
- Explain feelings and thoughts about your participation, negotiation, and persuasion in team situations and working groups
- Evaluate good/bad points about your participation, negotiation, and persuasion
- Analyse the sense to made of your participation, negotiation, and persuasion in team situations and working groups
- Draw conclusions about what else you should have done
- Prepare an action plan to deal with the situation should it arise again

Learning Outcome 4

Assess the appropriateness of Information and Communication Technologies to enhancing the effectiveness of business communications.

- Describe how Information and Communication Technologies can enhance the effectiveness of business communications.
- Explain feelings and thoughts about the use of Information and Communication Technologies.
- Evaluate good/bad points about Information and Communication Technologies.
- Analyse the sense to be made of enhancing the effectiveness of business communications by applying Information and Communication Technologies.
- Draw conclusions about what else should be done when applying Information and Communication Technologies.
- Prepare an action plan to deal with the application of Information and Communication Technologies next time around

The portfolio should be in the region of 1500 words (excluding Appendices, the Bibliography and any evidence provided). Use more than one sheet for each learning outcome if required. Supporting evidence may be in the form of e-mails, memos, minutes, witness testimony and reference to research and text books etc.

