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| Title: | | **Management Communication (M4.27)** | | |
| Level: | | 4 | | |
| Credit value: | | 4 | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1. Understand the importance of effective communication in management | | | 1.1  1.2  1.3 | Explain the relevance of the communication cycle for effective communication in management  Explain, with examples, the importance of selecting an appropriate tone, language, and level of formality in management communications  Assess the effectiveness of a range of verbal and written communication methods within your area of the organisation |
| 1. Be able to develop effective communication skills as a reflective manager | | | 2.1  2.2  2.3 | Develop appropriate criteria to evaluate own ability to communicate effectively  Collect and analyse feedback on own verbal and written communication skills  Evaluate own communication skills as a manager, identifying strengths and areas for improvement |
| **Additional information about the unit** | | |  | |
| Unit purpose and aim(s) | | | To develop understanding and ability to communicate effectively, as required by a practising or potential middle manager. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to MSC 2004 NOS: A3, B6, C2, D2, D3, D6 | |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) | | |  | |
| Support for the unit from a sector skills council or other appropriate body (if required) | | | Management Standards Centre (MSC) | |
| Location of the unit within the subject/sector classification system | | | Business Management | |
| Unit guided learning hours | | | 18 | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * Communication theories, including the communication cycle and overcoming barriers * Different types of communication, including verbal, written, visual and electronic and their relative advantages and disadvantages * Non-verbal communication, such as body language and facial expression * Business language, including tone, style and vocabulary * Need for feedback, and implications of not receiving feedback * Value of the written word and the importance of objectives and the reader(s) * Letters, memos, reports, e-mails or other forms of written communication in use within the organisation * Team meetings, one-to-ones and other forms of verbal communication * Planning for writing, including use of available information and the needs of the recipient * Tone, language, level of formality * Image, structure, layout conventions including “house styles” * Inclusion of statistical/visual materials and appendices in reports | | | |
| 2 | * Criteria for evaluating the effectiveness of communication * Collecting and analysing feedback * Techniques for evaluating own strengths and areas for improvement * Personal development planning | | | |