

**Unit Title:** Effective Communication  
**Level:** Three  
**Credit Value:** 9  
**GLH:**  
**NOCN Unit Code:** PN2/3/TE/004  
**QCA Unit Reference**  
**Grading Descriptors:** 3, 7

This unit has 8 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
1. Appreciate the role of communication	1.1. Explain what communication is 1.2. Discuss why good communication is vital
2. Recognise keys to improving communication skills	2.1. Outline the keys to any individual improving personal communication skills 2.2. Evaluate personal communication strengths 2.3. Give at least two areas where these keys need to be applied 2.4. Analyse the development of personal communication skills over a period of time
3. Understand how to communicate effectively with individuals	3.1. Analyse ways in which individuals wish to be treated 3.2. Describe the communication process 3.3. Explain what people want from you to increase your communication effectiveness
4. Recognise ways to effective decision making	4.1. Examine the process for effective decision making 4.2. Demonstrate an application of this process in their role as leader
5. Appreciate the role of the team	5.1. Analyse the effect of good and bad team would have on productivity 5.2. Summarise the benefits of working with teams 5.3. Discuss what makes a good team 5.4. Define ways in which an individual can become a better team player 5.5. Examine the roles required within a team 5.6. Identify keys to building the right team
6. Recognise ways to deal with criticism and confrontation	6.1. Examine both criticism and confrontation 6.2. Compare and contrast at least three methods available to deal with these issues

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
7. Appreciate the importance of effective listening	7.1. Explain the importance of effective listening 7.2. Evaluate a person's ability to listen effectively
8. Demonstrate an ability to be more assertive, when required	8.1. Define assertiveness 8.2. Examine its potential as both a good and bad effect on the communication process

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### ASSESSMENT INFORMATION

**Guidance:**

This grid gives details of the assessment activities to be used with the unit attached. Please refer to the NOCN Handbook for definitions of each activity and the expectations for assessment practice and evidence for moderation.

**The assessment activities for this unit are indicated in the table below:**

**Key: P = Prescribed** – this assessment method *must* be used to assess the unit.  
**O = Optional** – this assessment method *could* be used to assess the unit.

Case study		Project	
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	
Report		Group discussion	
Oral question and answer		Performance/exhibition	
Written description		Production of artefact	
Reflective log / diary		Practice file	

### Signposting Key Skills

This unit offers clear opportunities for learners to provide evidence of achievement in Key Skills achievement in the following skill area/s:

<b>Key Skill</b>		<b>Wider Key Skill</b>	
Communication		Working with others	
Information Technology		Problem solving	
Application of Number		Improving Own Learning and Performance	

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**Accredited Start date:**  
**Accredited End date:**  
**Unit Sector/Subject area:**  
**Grading descriptors:**  
**Availability for Use:**

<b>Purpose and Aim of the Unit</b>	Free Text
<b>Restrictions on the Availability</b>	Free Text or N/A
<b>Additional Assessment Requirements</b>	Free Text or N/A
<b>Details of relationship between the Unit and the NOS</b>	Free Text or N/A
<b>Details of relationship between the Unit and Standards (not NOS)</b>	Free Text or N/A
<b>Endorsement of the Unit by</b>	Free Text or N/A