Units contributing to

City & Guilds Level 3

Award, Certificate and Diploma in Leadership and Management (8600)

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| Title: | | **Writing for business** | | |
| Level: | | **3** | | |
| Credit value: | | **1** | | |
| Unit guided learning hours | | **4** | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1. Know how to write for business | | | 1.1  1.2  1.3  1.4 | Produce a piece of business writing for a defined purpose  Produce a piece of business writing that satisfies an organisation’s business writing conventions  Use effective and appropriate tone, language and level of formality to meet specified standards when writing for a business purpose  Incorporate basic statistics and visual material in the content or in an appendix |
| **Additional information about the unit** | | |  | |
| Unit purpose and aim(s) | | | The learner will be able to write for business as required by a practising or potential first line manager. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to Management & Leadership 2008 NOS: | |
| 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) | | | Council for Administration (CfA) | |
| Equivalencies agreed for the unit (if required) | | | M3.05 – Writing for business | |
| Location of the unit within the subject/sector classification system | | | 15.3 – Business Management | |
| Availability for use | | |  | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * The value of the written word in avoiding errors and providing permanent records * Image, structure, layout conventions including “house styles” * The purpose and conventions of letters, memos, reports and e-mails in use within the organisation * Planning for writing, including use of available information and the needs of the recipient * The importance of objectives and the reader * Report structures – to meet standard and specific requirements (ILM and/or in-company formats) * Incorporation of statistics and visual materials, and the use of appendices to enhance understanding * Effective and appropriate use of tone, language, level of formality in a range of cases * Supervised practice or simulation to develop the ability to apply knowledge and skills | | | |

**Assignment Task for Unit: Writing for business**

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| **Centre Number:** | **Centre Name:** |
| **Learner Registration No:** | **Learner Name:** |
| **TASK**  The aim of this unit is to assist you to develop writing skills suitable for a business situation. This task requires you to prepare a document suitable for use within an organisation. This document will probably be a report to provide information or to propose a solution to a problem, but you could also produce a newsletter or informational material for external organisations.  The document should have a clearly stated purpose which is given in the introduction and you will be assessed on how effectively the document satisfies that purpose.  The document should be presented in a way that follows business writing conventions and guidelines such as ‘house’ style, either those of your own organisation or those recommended to you. It should be written in a clear, accurate and well-structured way using an effective and appropriate tone. Language and level of formality should be appropriate for business writing.  Your document should be supported by basic statistics and visual material that are relevant to and support the content of the document and are correctly referenced in both the document and the appendix.  You will need to produce a short summary explaining the context, intended audience and details of your purpose or objective in writing the document. This should be attached to your submission.  note:  *You may be producing a document specifically for this unit, in which case the document can be one which you have been or might be required to produce for use within your organisation, or for an organisation with which you are familiar.*  *You may be using material from another unit(s) as the content for your document in which case you need to remember that the assessment criteria for those units will also be assessed.*  *You should plan to spend approximately 8 hours researching your workplace context, preparing for and writing or presenting the outcomes of this assignment for assessment. The 'nominal' word count for this assignment is 1500 words: the suggested range is between 1000 and 2000 words.*  *Check your assignment carefully prior to submission using the assessment criteria.* | |
| *Please use the sub-headings shown below when structuring your Assignment* | Assessment Criteria |
| **Know how to write for business**  The document you produce should satisfy the unit assessment criteria shown. | * + - * Produce a piece of business writing for a defined purpose *(40 marks)*       * Produce a piece of business writing that satisfies an organisation’s business writing conventions *(20 marks)*       * Use effective and appropriate tone, language and level of formality to meet specified standards when writing for a business purpose *(20 marks)*       * Incorporate basic statistics and visual material in the content or in an appendix (*20 marks)* |
| **By submitting I confirm that this assignment is my own work** | |

**MARK SHEET – Writing for business**

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| **Centre Number :** | |  | | **Centre Name :** | |  | | | |
| **Learner Registration No :** | |  | | **Learner Name:** | |  | | | |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET**  Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.  Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’.  **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).**  Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | | | | | | | 1. **Learner named above confirms authenticity of submission.** 2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**   **However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** | | |
| **Learning Outcome / Section 1:** Know how to write for business | | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | **Assessor feedback on AC** | |
| AC 1.1  Produced a piece of business writing for a defined purpose | **Referral [ca. 10/40]** | | **Pass [20/40]** | | **Good Pass [ca. 30/40]** | | |  | |
| * No evidence found of a piece of business writing * A piece of business writing is given but is not recognisably for a defined purpose * A piece of business writing for a defined purpose is produced but does not originate from the learner and/or is minimal, inappropriate or incomplete | | * An appropriate piece of business writing for a defined purpose has been produced by the candidate although the piece may be limited in scope | | * An appropriate and detailed  piece of business writing for a defined purpose has been produced by the candidate * The purpose of the business writing is explicitly made clear | | |
| / 40  (min. of 20) | Pass or Referral |

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| AC 1.2  Produced a piece of business writing that satisfies an organisation’s business writing conventions | **Referral [ca. 5/20]** | | **Pass [10/20]** | | **Good Pass [ca. 15/20]** | | **Assessor feedback on AC** | |
| * A piece of business writing is given **but** does not recognisably satisfy an organisation’s business writing convention * A piece of business writing that satisfies an organisation’s business writing conventions is produced **but** is minimal, inappropriate or incomplete | | * A piece of business writing that satisfies an organisation’s business writing conventions is given that has been authentically produced by the learner, although it may be simplistic or otherwise limited | | * A piece of business writing that fully and explicitly satisfies an organisation’s business writing conventions is produced * The organisation’s writing conventions are outlined and an explanation given of how the produced text addresses them | |  | |
| / 20  (min. of 10) | Pass or Referral |
| AC 1.3  Used effective and appropriate tone, language and level of formality to meet specified standards when writing for a business purpose | **Referral [ca. 5/20]** | | **Pass [10/20]** | | **Good Pass [ca. 15/20]** | | **Assessor feedback on AC** | |
| * Some writing for a business purpose is given **but**  is minimal and/or there is no evidence of specified standards being addressed * Some writing for a business purpose is given **but** only minimally uses tone, language and level of formality to meet specified standards **or** the tone and/or language and/or level of formality are inappropriate or incorrect to meet specified standards | | * Brief text for a business purpose is given that has been authentically written by the learner and demonstrates a basic level of writing skill appropriate to Level 3; **and** * Uses, although to a limited degree, effective and appropriate tone **and** language **and** level of formality to meet specified standards | | * Extensive and detailed writing for a business purpose is given that uses effective and appropriate tone **and** language **and** level of formality to explicitly meet specified standards * The way in which the given text meets specified standards is explained and/or it is written in a proficient and articulate manner | |  | |
| / 20  (min. of 10) | Pass or Referral |
| AC 1.4  Incorporated basic statistics and visual material in the content or in an appendix | **Referral [ca. 5/20]** | | **Pass [10/20]** | | **Good Pass [ca. 15/20]** | | **Assessor feedback on AC** | |
| * No evidence found of recognisable statistics and/or visual material * Statistics are incorporated but no visual material found or vice versa | | * Statistics and visual material in the content or in an appendix are incorporated although they may not be linked to the context of the document and/or they may be basic and limited | | * Detailed statistics and visual material in the content or in an appendix are incorporated and are clearly and explicitly linked to the context of the document | |  | |
| / 20  (min. of 10) | Pass or Referral |
| **Section comments** (optional): | | | | **Verification comments** (optional): | | | | |
|  | | | | | | **/ 100**  **TOTAL MARKS** | | |
| **Assessor’s Decision** | | | | **Quality Assurance Use** | | | | |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | **Signature of Assessor:**  **Date:** | | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | | **Signature of QA:**  **Date of QA check:** | |