# Administration (Business Professional)

**Unit Title:**            **Present complex business information**

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| OCR unit number: | 28 |
| Level: | 4 |
| Credit value: | 4 |
| Guided learning hours: | 36 |
| Unit reference number: | L/502/3865 |

## Unit purpose and aim

The aim of this unit is to enable learners to present complex business information in a verbal presentation, using appropriate visual aids, to a specified audience. They will subsequently evaluate the effectiveness of the presentation.

N.B. The presentation will be based on research carried out by the learner, however, the research itself will not be assessed in this unit.

| Learning Outcomes | Assessment Criteria | Knowledge, understanding and skills |
|---|---|---|
| **The Learner will:**<br>1   Understand the needs of the audience when presenting complex business information | **The Learner can:**<br>1.1 Analyse the purpose, aims and objectives of presentations<br><br>1.2 Evaluate the needs of the audience | • Presentation skills and techniques<br>• Styles of presentation<br><br><br>• Understand the needs of different audiences and consider factors including:<br>   − Language register<br>   − Level of detail<br>   − Style of presentation<br>   − Length of presentation |
| 2   Be able to report complex business information in the form of a face-to-face presentation | 2.1 Select the format for the presentation<br><br>2.2 Analyse and interpret information to identify relevant points, taking into account the scope of the presentation<br><br>2.3 Select the sequence of information<br><br>2.4 Present different perspectives on the information | • Use of notes/prompt cards |

| Learning Outcomes | Assessment Criteria | Knowledge, understanding and skills |
|---|---|---|
| 2 | 2.5 Present logical conclusions leading to clear recommendations | |
| | 2.6 Prepare presentation materials including appropriate visual aids and handouts | • Prepare and use effective visual aids and handouts |
| | 2.7 Present the information to a group of stakeholders in a face-to-face situation | • Communicate effectively with colleagues at all levels |
| | 2.8 Answer questions from the audience | • Answer questions about research findings, conclusions and recommendations |
| 3 Be able to evaluate the effectiveness of the presentation | 3.1 Develop questions to verbally elicit feedback on the effectiveness of the presentation from the audience | |
| | 3.2 Use questioning techniques to elicit verbal feedback from the audience | • Obtain verbal feedback from members of the audience |
| | 3.3 Develop a questionnaire to elicit written feedback on the effectiveness of the presentation from the audience | • Compilation and use of a questionnaire to elicit feedback from the audience |
| | 3.4 Collate information from both verbal and written feedback | |
| | 3.5 Evaluate the extent to which the presentation achieved the aims and objectives set | |

## Assessment

This unit is assessed by the centre and sent to OCR for moderation.

## Guidance on assessment and evidence requirements

This unit is assessed using a model assignment. OCR has produced a model assignment for each unit which centres may use for the purpose of assessment. The model assignment contains a scenario or real-life situation and related tasks which are based on the assessment criteria of the unit.

Centres may either use the model assignment as an entire, holistic assessment for an individual unit, adapt it to suit individual candidates' needs or devise their own assignment. If they choose to adapt the assignment or devise their own assignment they must ensure that the modified assignment will provide candidates with sufficient opportunity to demonstrate achievement of all the assessment criteria in the unit.

Please refer to the model assignment for this unit which can be found on the OCR website www.ocr.org.uk .

## Functional skills signposting

The functional skills mapping for this unit is detailed in the centre handbook which can be found on the OCR website www.ocr.org.uk .

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .