



Australian Government

AURAMA2002 Communicate business information

Release 1

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Modification History

Release	Comment
Release 1	Replaces AURC270889A Communicate business information Unit code updated to meet policy requirements. Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	<p>This unit of competency covers the competence to communicate effectively with other persons in the automotive industry. This includes communicating verbally and in written form, participating in meetings, making presentations and conducting negotiations.</p> <p>Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.</p>
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Application of the Unit

Application of the unit	<p>This unit of competence has application in:</p> <ul style="list-style-type: none"> • day-to-day workplace communications • workplace correspondence • attending/conducting internal and external meetings • making a presentation to others, either formally or informally • conducting complex negotiations with a customer or supplier. <p>Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Communicate information orally	1.1.The purpose of oral communication is clarified with either the speaker or the listeners 1.2.A suitable oral communication style is selected to match the communication purpose and audience 1.3.Oral information given to others is delivered clearly, succinctly and unambiguously 1.4.Where oral information has been given to others, the received information is checked with the listeners to ensure it has been received and understood 1.5.Oral information received from others is listened to carefully and intently 1.6.Where oral information has been received from others, its meaning is checked with the speaker to ensure it has been received and understood 1.7.Where an oral communication has been received inaccurately, it is repeated and/or clarified with further detail
2. Communicate information in writing	2.1.The purpose of the written communication is clarified with either the writer or the reader 2.2.A suitable written communication style is selected to match the communication purpose and audience 2.3.Written information given to others is delivered clearly, succinctly and unambiguously 2.4.Where written information has been provided to others, the received information is checked with the readers to ensure it has been received and understood 2.5.Written information received from others is read carefully and intently 2.6.Where written information has been received from another, it is checked with the writer to ensure it has been read and understood 2.7.Where a written communication has been read inaccurately, further detail is sought to clarify the message
3. Achieve meeting outcomes	3.1.Purpose of a meeting is clarified with those participating 3.2.When a meeting is chaired, it is well-planned with a clear agenda, time and place of meeting, and the meeting is conducted efficiently in accordance with official law and procedures of meetings and constitution or requirements of the organisation concerned 3.3.Outcomes of a meeting are documented and official minutes of the meeting are promptly provided to all participants

ELEMENT	PERFORMANCE CRITERIA
	<p>3.4.Required action flowing from decisions reached at a meeting is documented</p> <p>3.5.Persons responsible for implementing action from decisions at a meeting are promptly notified and details of the required action confirmed in writing</p> <p>3.6.Follow-up action is taken to ensure all decisions of a meeting are acted upon</p>
4. Make a presentation	<p>4.1.Purpose of a presentation is identified and clarified with organisers and confirmed with the intended audience</p> <p>4.2.Information to be communicated in a presentation is suitably organised and structured in accordance with company requirements</p> <p>4.3.Resources available for the presentation are discussed with the organisers and suitable media selected for use in the presentation</p> <p>4.4.Presentation aids, such as overhead projector transparencies, handouts, speech notes and demonstrations, are organised and prepared in advance, in accordance with recognised standards of good practice</p> <p>4.5.Resources such as projectors, microphones and amplifiers are checked prior to the presentation to ensure they are functioning properly</p> <p>4.6.Presentation is made as planned with attention to the reactions and feedback provided by the audience</p> <p>4.7.Outcomes of the presentation are evaluated and acted upon in accordance with company procedures</p>
5. Negotiate a solution	<p>5.1.Preparation is made for the negotiation in accordance with company procedures, including consideration of subject matter, significance of outcomes for parties involved, facts, issues and options, and perceived positions of the parties involved</p> <p>5.2.A suitable negotiation strategy is selected in accordance with company requirements, including the location, time and approach to be taken</p> <p>5.3.Negotiations are conducted in accordance with planned approach</p> <p>5.4.Negotiation outcomes are reviewed in terms of desired outcomes of both parties and suitable action initiated according to company requirements</p> <p>5.5.Follow-up action to the negotiations is carried out, including discussions with other parties</p> <p>5.6.Outcomes of the negotiation are documented in accordance</p>

ELEMENT	PERFORMANCE CRITERIA
	with company requirements

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- collect, organise and understand information related to the communication of business information to customers, supervisors and other staff or relevant persons
- communicate ideas and information to plain English speaking and communication skills in relation to oral communications with customers, supervisors and other staff both informally and in making formal presentations
- writing skills to allow effective written communications in the workplace
- effective listening and interpersonal skills to enable effective communication in meetings and negotiations
- plan and organise activities to plan a presentation and an approach for the negotiation of an issue
- work with others and in a team by communicating with and involve team members in presentations
- use mathematical ideas and techniques to ensure meetings and presentations meet planned timeframes
- establish diagnostic processes which negotiate a solution to an issue
- use the workplace technology related to ensure the use of business technology to make a presentation

Required knowledge

Knowledge of:

- common automotive and enterprise terminology
- the activities, procedures and policies of the enterprise
- the requirements for oral communication
- conventions and requirements for written communications
- preparation, conduct of and follow-up from meetings
- preparing for and conducting a presentation
- negotiating techniques and their application

Evidence Guide

EVIDENCE GUIDE	
<p>The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>It is essential that competence is fully observed and there is ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:</p> <ul style="list-style-type: none"> • conducting oral communication in the workplace • communicating in writing • achieving meeting outcomes • conducting presentations • negotiating issues in the workplace.
Context of and specific resources for assessment	<ul style="list-style-type: none"> • This unit may be assessed in conjunction with other units that form part of a job role or function. • Elements of competence contain both knowledge and practical components. Knowledge components may be assessed off the job. Practical components should be assessed on the job or in a simulated work environment. • Evidence is best gathered using the products, processes and procedures of the individual workplace as the means by which the candidate achieves industry competencies. • The following should be made available: <ul style="list-style-type: none"> • a workplace or simulated workplace • documentation, such as enterprise or sample policies and procedures related to work processes • real or simulated business information to be communicated • access to communication partners • a qualified workplace assessor.
Method of assessment	<p>It is preferable that assessment reflects a process rather than an event and occurs over a period of time to cover varying circumstances. Evidence of performance may be provided by customers, team leaders/members or other persons subject to agreed authentication arrangements.</p>

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customers	<p>Customers may be:</p> <ul style="list-style-type: none"> • internal or external
Unit context	<ul style="list-style-type: none"> • work may be undertaken at any enterprise involved in the automotive industry • communication will occur within and between work groups and external to the enterprise at all levels • customer and supplier contact and coordination are a requirement of these operations • work may involve 24 hour operation at workplace or external locations • environment may be internal or external, administrative or industrial and may include movement of persons, equipment, goods, materials and vehicular traffic • the employee may work under general supervision, but may have some leadership/supervisory responsibilities • judgement and discretion in conducting workplace communication is required • conditions of service, legislation and industrial agreements may include workplace agreements and awards • WHS, including federal and state/territory legislation • consultative processes may include: <ul style="list-style-type: none"> • other staff and supervisors • management • employee representatives • customers • communications may be face to face, in writing, by telephone or other electronic means and may be formal or informal • documenting and reporting of information is in accordance with enterprise procedures and policies
Information/documents	<p>Sources of information/documents may include:</p> <ul style="list-style-type: none"> • operation manuals • quality or enterprise work specifications and procedures • manufacturer/customer requirements/issues

RANGE STATEMENT

	<ul style="list-style-type: none"> • workplace operating procedures and policies • material safety data sheets • personal and work area work procedures and practices • federal/state/territory legislation and codes of practice relating to the industry, dangerous and hazardous goods, environmental protection and WHS • enterprise communications, management and inventory systems • conditions of service and workplace agreements • enterprise quality assurance procedures • emergency procedures
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Unit Sector(s)

Unit sector	Common
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Co-requisite units

Not applicable.

Competency field

Competency field	Management, Leadership and Supervision
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