

Use effective business writing skills in a business organisation

Level 4

Credits 4

Purpose People credited with this standard are able to: apply rules of contemporary punctuation, grammar, syntax, and style to achieve effective business writing; apply writing style and methods to achieve effective communication for a business purpose; and monitor the effectiveness of business writing.

Subfield Communication Skills

Domain Writing

Status Registered

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Entry information Open.

Accreditation Evaluation of documentation by NZQA and industry.

Standard setting body (SSB) NZQA Communications Skills

Accreditation and Moderation Action Plan (AMAP) reference 0023

This AMAP can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Special notes

- 1 Glossary
Organisation refers to a specific business entity, which may be - profit or non-profit; in private, public, or voluntary sectors; a business unit, iwi, or other special purpose body.
- 2 The unit standard will be assessed on the basis of evidence of demonstrated performance in the workplace, or in simulated work situations that demand performance to that required in work.
- 3 Assessment against this unit standard must take place using the criteria for written output from an actual workplace relevant to the candidate.

- 4 Evidence of at least four documents is required, including at least one of each of - business report, proposal, correspondence.

Elements and performance criteria

Element 1

Apply contemporary rules of punctuation, grammar, syntax, and style to achieve effective business writing.

Performance criteria

- 1.1 Written output conforms to contemporary rules of sentence construction.
- 1.2 Written output conforms to contemporary rules of punctuation and spelling, demonstrates competence in written expression, and avoids misuses that detract from the business purpose and credibility of the document.
- 1.3 Written output includes planning and selection of content to achieve the intended purpose of the communication, and shows organisation of material in a logical and coherent sequence.
- 1.4 Written output employs a style and format which suits the purpose and intended reader.
- 1.5 Written output complies with organisational standards.

Element 2

Apply writing style and methods to achieve effective communication for a business purpose.

Performance criteria

- 2.1 Writing style employed uses simple words, direct language, and clear and concise expression.
- 2.2 Language used gives prominence to, and takes the perspective of, the reader.
- 2.3 Selection of tone and register is in keeping with the subject matter, audience needs, and writer's purpose.
- 2.4 Choice of layout and formatting creates a visually appealing and readable document.

Range layout and formatting include but are not limited to use of - white space, line spacing, typeface, margins, indents, headings and subheadings, bullet points; evidence of four is required.
- 2.5 Written output is assessed in terms of effective communication for a business purpose.

Range readability (using analytical readability tests or formulae, such as the Fog index); suitability of the level of language for the readership.

Element 3

Monitor the effectiveness of business writing.

Performance criteria

- 3.1 Evaluation of examples of business writing produced by self and others demonstrates understanding of principles and strategies for effective business communication.
- 3.2 Analysis of the writing context for each example determines the suitability of the content and style of written output.
- 3.3 Monitoring methods used demonstrate contribution of self-review, peer review and reader feedback for improving business writing.

Please note

Providers must be accredited by the Qualifications Authority, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact the NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.