

Managing communications knowledge and information essay sample

[Experience](#)



**ASSIGN
BUSTER**

This unit recognises that communications do not automatically take place effectively in organisations and that both information and work-based knowledge is often insufficient when decisions are made. Learners will look at how managers can improve the planning of their communications processes as well as their communication skills. Learners will understand why managers need to adopt a more inclusive approach to stakeholders affected by the decisions they make and why they need to network on a more structured basis. The unit also looks at how managers can make the information and knowledge they gain accessible to other parts of the organisation. The unit is designed to develop learner understanding of the interaction between communications, knowledge and information. It also covers how IT systems can be used as a management tool for collecting, storing, disseminating and providing access to knowledge and information.

Classic Badges Company Brief

Classic Badges Company is in the early stages of setting up as a new mini enterprise which will sell custom made badges to local companies. They are hoping to target the local authority, schools, youth organisations, health service and local dental surgeries. They plan to sell badges which can be tailored to individual needs. The owner, Charles Gillbeck wants to be sure the company uses the best information and knowledge, effective communication media with the suppliers and potential customers such as the local authority, school etc who may be interested in buying the badges. Charles needs a team to take responsibility for the setting up of the company and the communication media to be used to promote the badges. You have been

selected as one of the team members to work on this project. You are to collaborate with team members to set up Classic Badges Company.

Note: Use the above scenario to answer ONLY TASK 1 & 2. And read through all of the tasks carefully so that you know what you will need to do to complete this assignment in a fully written report.

Tasks 1 – Understand how to assess information and knowledge needs

1. 1: In Setting up Classic Badges Company, what are the major range of decisions to be taken? Discuss

1. 2: Identify and examine the kind of information and knowledge needed to ensure that an effective decisions are taken.

1. 3: List and assess internal and external sources of information required and justify their suitability and reliability for this project.

1. 4: Recommend any improvements in the use of different kinds or sources information and knowledge for the setting up of this project.

Tasks 2 – Be able to create strategies to increase personal networking to widen involvement in the decision making process.

2. 1: There are several stakeholders involved in this project, what contributions would you expect from the different stakeholders during a specific decision making process?

2. 2: An effective business relationship with these stakeholders is important. Discuss methods of contact that will enhance business relationship with stakeholders.

2. 3: Prepare a plan on how to involve those identified in the decision making for this project. You may consider a stakeholder communication plan or a decision making action plan.

2. 4: To improve on involving others in the decision making process for this project, it is important to improve on your personal networking skills. What strategy would you put in place to enhance your personal networking skills?

Tasks 3 – Be able to develop communication processes

Using the context of your current or previous workplace, prepare a report addressing the following issues but first you'll need to provide a brief business overview (business description, legal status, mission statement, general information, product/service description).

3. 1: Report on existing processes of communication in this organisation.

3. 2: Identify the pitfalls existing in the current communication processes and design ways to improve it.

3. 3: Recommend the improvements that need to be implemented to ensure greater integration of systems of communication in that organisation.

3. 4: Create a personal plan to improve own communication skills.

Tasks 4 – Be able to improve systems relating to information and knowledge

Complete this part of your report using the same chosen organisation in Task 3:

4. 1: Report on existing approaches to the collection, formatting, storage and dissemination of information and knowledge in this organisation.

4. 2: Discuss the appropriate changes that need to be carried out to improve the collection, formatting, storage and dissemination of information and knowledge in this organisation.

4. 3: Recommend a strategy that needs to be implemented to improve access to systems of information and knowledge in this organisation.

Evidence checklist

Summary of evidence required by student

Evidence presented

Task 1

Understand how to assess information and knowledge needs

Task 2

Be able to create strategies to increase personal networking to widen involvement in the decision-making process

Task 3

Be able to develop communication processes

Task 4

Be able to improve systems relating to information and knowledge.

* N. B. Online references should be used as supplementary sources ONLY.

Also please be aware that WIKIPEDIA is NOT a reliable source of academic information so should not be used in your coursework

Achievement Summary

Qualification

BTEC HND Level 5

Assessor name

Festus Edobor