

Brief assignment



Be able to present information effectively 3. Understand the issues and constraints in relation to the use of business information in organizations 4. Know how to communicate business information using appropriate methods

Assignment 1 Date issued Deadline Date Scenario You are a journalist who is currently working for The Sunday Times. You have been asked by your manager to produce a series of articles on Coco Cola. He believes that due to their global status as one of the most recognized soft drink brands in the world would increase readership over the next few weeks.

He wants your articles to focus on business communication. He is particularly interested in how they collect and manage business information, and the successful communication of that information throughout the business. TASK

1 Describe the types of information used at Coca Cola, choosing one from each of the following categories: Verbal Written On-screen Multimedia Web based GRADING TIP: You must also describe where each of these pieces of information has come from and purpose of each piece. This provides evidence for: PI TASK 2

To achieve this criterion you will need to analyse the different types of types of information used at Coca Cola and their sources, which you have described in PI. For this task you will need to give a detailed explanation of the types of information and their sources. GRADING TIP: Analysis means breaking down and examining each part in detail, so you will only achieve this criterion if you extend your report significantly. Try to break down each piece of information and its sources, and see if there are any connections between them. This provides evidence for: MI TASK 3

To achieve this criterion, you will have to evaluate the appropriateness of information used to make important strategic decisions. Choose two functions at Coca Cola, such as finance and marketing, and find out what sort of information each function requires and uses. Find out what sort of strategic decisions each of these two functions make and then evaluate whether the information they used to make these decisions is appropriate. GRADING TIP: Evaluation is about considering in detail the advantages and disadvantages of something, and coming to conclusions about this.

Try to identify the strategic decisions made by each department and then judge whether the information they used was appropriate or not. This provides evidence for: ODL Sources of information Model bow. Coca-cola. Co. UK All classroom resources Assignment 2 This assignment requires you to investigate the effective presentation of business information. You will also be looking at examples of corporate information. Obtain financial information about Coca Cola and produce a powering presentation about what the information shows about the performance of the business.

Your presentation should be suitable for a number of journalists who want to report on the performance of the business. Produce a brief written report on what the information shows about the performance of Coca Cola. This report should be suitable for the directors of the business and should include a spreadsheet or graph to explain the financial situation. Produce a leaflet, which is aimed at the employees of Coca Cola, telling them about the financial performance of the business. The majority of the employees do not have any financial or accountancy knowledge. This provides evidence for: UP

Produce a corporate communication such as an advert, poster or leaflet communicating information about the business. Your proposed audience will be Coca Cola's customers or potential customers. This provides evidence for: UP Find an example of a real corporate communication from Coca Cola and evaluate it is a means of corporate communication. This provides evidence for: UP move. Coca-cola. Co. UK www. BBC. Co. UK Assignment 3 This assignment is concerned with the issues and constraints in relation to the use of business information in organizations and requires you to investigate immunization using appropriate methods.

You have to explain the legal and ethical issues in relation to the use of the information. The explanation needs to include how Coca Cola complies with the current legislation and how it deals with ethical issues by means of policies and codes of practice. This provides evidence for: AS Explain the operational issues in relation to the use of information at Coca Cola. This provides evidence for: UP With reference to Coca Cola and any other organizations, you have to outline the various electronic and non electronic methods for communicating business information, using examples for different types of audience.

GRADING TIP: There are many different types of both electronic and non electronic methods of communication. You need to consider these in relation to their suitability for different types of audience. This provides evidence for: UP Task 4 Analyses the legal, ethical and operational issues in relation to the use of business information, using appropriate examples. This provides evidence for: MM Task 5 Your final task in this assignment is to evaluate the effectiveness of the business information and its communication as key

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contributors to the success of Coca Cola, using examples to illustrate your points.