

Unit 16: Managing Communications, Knowledge and Information

Learning hours: 60

NQF level 4: BTEC Higher National – H1

Description of unit

This unit recognises that communications do not automatically take place effectively in organisations and thus both information and work-based knowledge is often deficient when decisions are made. This suggests that managers need to look to improve the planning of their communications processes as well as improving their communication skills. It also promotes the need for managers to adopt a more inclusive approach to stakeholders affected by the decisions they make and thus maintains the need for managers to network on a more structured basis. It also suggests that managers need to make the information and knowledge they gain accessible to other parts of the organisation.

This unit is designed to develop an understanding of the interaction between communications, knowledge and information. The unit also looks at how IT systems can be used as a management tool for collecting, storing, disseminating and providing access to knowledge and information.

Summary of learning outcomes

To achieve this unit a learner must:

- 1 Assess **information and knowledge needs** internally and externally to improve decision making and taking
- 2 Create strategies to increase **personal networking** to widen involvement in the decision-making process
- 3 Develop **communication processes** to improve the gathering and dissemination of information and organisational knowledge
- 4 Design and improve **appropriate systems** for the collection, storage and dissemination of and access to the information and knowledge gathered.