

Opeyemi Ore

GCSE
Coursework
ICT



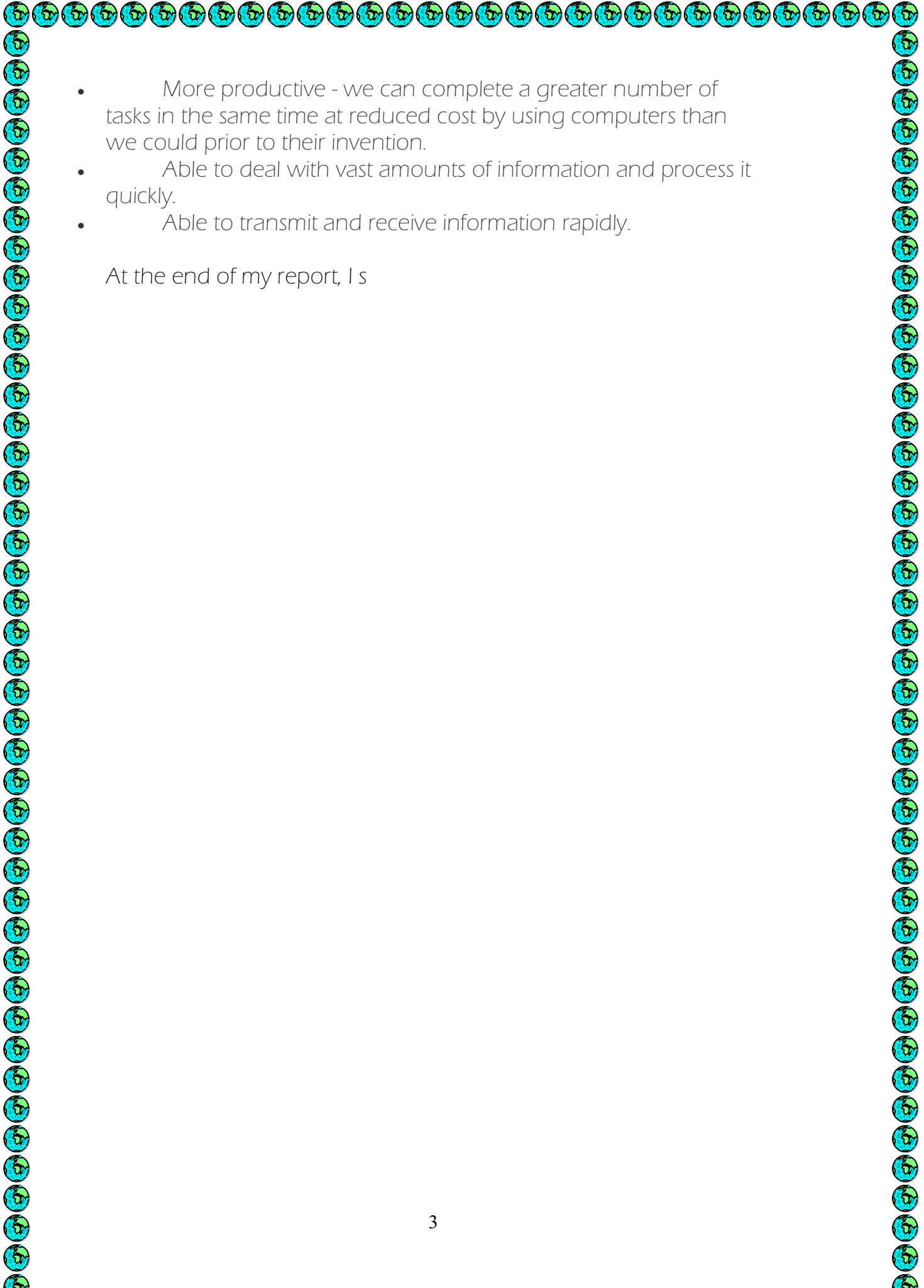
To: Mrs Callaghan
From: Opeyemi Ore
Date:
Subject: Business and Communications Systems Coursework
Form: 11A

Section 1: (Terms of Reference) Introduction and the purpose of communication

Business and Communications is everywhere! It is an influential and important part of our lives. I will be investigating about two styles of communication; one is the internal communication system within my school, which operates between my staff; the second one is how external communication methods are used in my work experience placement. The purpose of communication varies a great deal and there are many ways of communicating. I am going to explain the concepts or purpose of communication and the different categories of communication:

- Giving out information to inform employees of future meeting or to notify a member of staff that a mishap has arose.
- To inform customers of updates to any products or new services.
- To collect information – such as personal details for personnel records, market research, data, etc. on sales products...
- To clear up problems or misunderstandings in the business organisation.
- To keep the business organisation operating effectively and smoothly.
- To convey the organisation in a positive and public way by eliminating errors, managing problems efficiently and having a clear, trouble-free two-way communicating system with fellow customers, suppliers, stakeholders and fellow employees therefore giving them respect in the municipal eye.

Furthermore computer communication systems have become important because by using them we are:

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- More productive - we can complete a greater number of tasks in the same time at reduced cost by using computers than we could prior to their invention.
 - Able to deal with vast amounts of information and process it quickly.
 - Able to transmit and receive information rapidly.

At the end of my report, I s



Section 2a: Objectives of Internal and External Communications (Processes of Communication)

There are many objectives of an internal and external communications contained in an organisation.

Internal communication is in a business company or in other words they occur within the communication i.e. between a manager and employee or between a manager and a supervisor. It can take place in various actions/directions:

Up a hierarchy chain, along a hierarchy chain and downwards a hierarchy chain. There is also another type of communication called grapevine. This includes an informal way such as having a coffee together friends working together. Grapevine can cause confusion but it can be a useful way of collecting information and passing on.

External Communication is those with people outside the organization, for instance suppliers, customers and the local community all have an effect on the external communications. The effectiveness of how they perform can affect their image or hinder efficiency. So it is essential that the external communication with the outsiders (customers, local communities, suppliers) is top notch and keeps them informed.



Section 2b: Effects of Good Communication and why it is in important in areas of work

Good Communication is essential for the efficient running of a school and workplace or any business or organisation. Every organisation needs to communicate with a large number of people. Good communication is essential to any organisation as you can see from the list below good efficient communication has positive effects:

- It ensures that actions is consistent and structured
- Accurate motivation and confidence is received by the employees – they can express their point of view in the industry.
- A clear instruction ensures a job gets done well on time.
- Can clear any mishaps
- The status and the image of the business is at stake so the image has got to be good.
- Customers have a trust with the business. Any problems can be solved.
- It is important to the image of the organisation.

Section 2c: Reasons for poor Communication (Obstacles in Good Communication)

Sometimes communications can be unsuccessful with messages misinterpreted or lost. Therefore, disagreements and conflicts occur and do not reach the people they are intended for.

Problems arise because:

- The method is irrelevant and inappropriate – such as letter type of communication as when a telephone call would have been a more suitable communication
- The employer/sender does not have the required attributes to communicate – he/she can't use a computer and send an email she needs training.
- Feedback (like a receipt!) is not received to show that the message was received and understood
- The receiver does not want to receive the message because he/she does not like the sender or wants to avoid the job!!!
- Message is disoriented. People get confused as the message has been passed down. The longer the chain of the message, the more the message becomes muddled and confused. There should be an easier method.
- Physical obstacles: background noise, poor telephone line, problems with computers, viruses on computers or poor visibility.
- Paraphernalia break down with computers for example internet problems and satellite problems, no paper in the printer or fax machine or a low battery in the phone lines.

Section 2d: Effects of bad Communication in places of business i.e. work/school



Good communication is essential to run an organisation like a school.

If it does not exist, activities or jobs are not produced to the best of the employees' standard. For example in a school it is indispensable that teachers have a good relationship with students and parents alike.

- If company owners do not have a talking relationship with employees/ employees' views then they will become discontented and unhappy. This could lead to frustration, loss of motivation and could consequently lead to industrial action (strikes!)
- If customers aren't happy with the service and products they will not be happy and take their money elsewhere this will therefore lead to the decline of the organisation as all businesses need to make money.

Section 3a: Primary research & Secondary Research (Various ways of communicating used in the methods of research)

Primary and Secondary research are the difference in conducting the research. Market research is the collection of information or data to better understand what is happening in the market place.

Primary or Field Research:

In Primary research, there is no data available for the researcher; hence the researcher has to start from scratch and obtain data for a specific purpose. This means that the researcher needs to gather data by face to face interviews, either by telephone or by post using questionnaires. This is called a survey.

Secondary or Desk Research:

If you are doing secondary research, the researcher has the necessary data available; these data are made available through other publications or reports, like newspaper or annual reports of companies. Traditionally, these have been paper based but more and more information is now available on CD rom or on-line through the internet. If the researcher is doing secondary research, there is no need to start from scratch; he or she uses the data or information done by other organizations or publications.

Conclusion:

The important thing is that there are advantages and disadvantages for both methods. Primary research is more time consuming and costly. However primary research has the advantage that the firm itself has control over the whole process. Secondary research has the advantages of being cheaper, quicker than field research. While some secondary research may not suit the researcher's needs;

They may not know if the findings are accurate, or if it is really relevant to your product.

Section 3b: How the research is being carried out

The coursework is going to consist of a range of questionnaires imploring the employers and employees alike, in different works statuses, what the nature of communication is alike within the organisations.

There are various ways of communicating and in this section I am going to list these types of communication:

Written communication (letters, memos, reports, notices, and minutes)

SOFTWARE

- Microsoft Word -
- Microsoft Publisher
- Microsoft Excel
- Microsoft Access
- Microsoft PowerPoint
- Flowol
- Internet Explorer
- MSN

HARDWARE

- Motherboard
- Monitor
- Keyboard
- Webcam
- Modem

- 
- Mouse Printer
 - Phones
 - Fax
 - Scanner

Verbal communication (meetings, teams, Interviews presentation)

SOFTWARE

- Video Conferencing
- PowerPoint
- Msn
- Telephone
- Chat rooms

HARDWARE

- Webcam
- Phone
- Computer Network
- Camera
- Telephone line
- Router
- Computer System

MEMORANDUM

To: Mrs Callaghan

Ref: FD/12/MB

From: Opeyemi Ore

Date: Friday 20th June

Subject: Report following my Work Experience Placement

I took part in my school's Work Experience Placement from 9th June 2008 to 20th June 2008.

Work Experience was an enjoyable and pleasurable occasion for me. My parents were the engineers in where I worked. Duties that I carried out were easy and carrying out a lot of tasks on the computer and doing simple tasks like an inter; making tea, giving out messages to different classes and other various tasks. I was supervised by a woman name Margaret Carrol. She was the one who gave me task to do in the morning.



During the work placement I gained a lot of new skills on the computer, mostly skills that I have never come across.

Label making was my dominant task. This was a bit boring and I believe that this taught me that going to work is not always exciting and that there are tasks that need to be done.

Simple tasks such as playing with the children and supervising them in the playground and also encouraging reception students to write simple sentences on Microsoft words was a joy as well. word

Questionnaire on the Communication Systems for Learning Staff and Teachers

1. How would you communicate with fellow employees that are in the same hierarchy as you?

Email Letter Face2Face Telephone Formal Meeting Fax

☐ ☐ ☐ ☐ ☐ ☐

2. How is the communication process carried out with employers in the higher hierarchy?

Email Letter Face2Face Telephone Formal Meeting Fax

☐ ☐ ☐ ☐ ☐ ☐

3. How effective is your style of communication system. Does it do what is required of it? If so why, if not, why?

.....
.....
.....
.....
..

4. How would you rate your communication skills with other staff?

Excellent Very Good Good Satisfactory Poor

☐ ☐ ☐ ☐ ☐

5. How do you communicate with work colleagues in an emergency?

Fire Alarm Klaxon Bells Announcer Other (please specify).....

☐ ☐ ☐ ☐ ☐

6. How do you inform people with health and safety issues?

Email Telephone Formal Meeting face2face other (please specify).....

☐ ☐ ☐ ☐ ☐

7. What is your work status?

.....

8. How would you communicate with your customers i.e. parents/pupils?

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.....

.....

.....

.....

9. By what means do you think is the best way of communication with parents and pupils (Explain fully) ?

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.....

.....

10. In case of an emergency, how would you communicate with the parents? Why?

11. How do you inform pupils of updates to any means of information?

12. For fear that the scenario of the communication with pupils breaking down, how will you counteract this scenario?

13. How do you store information?

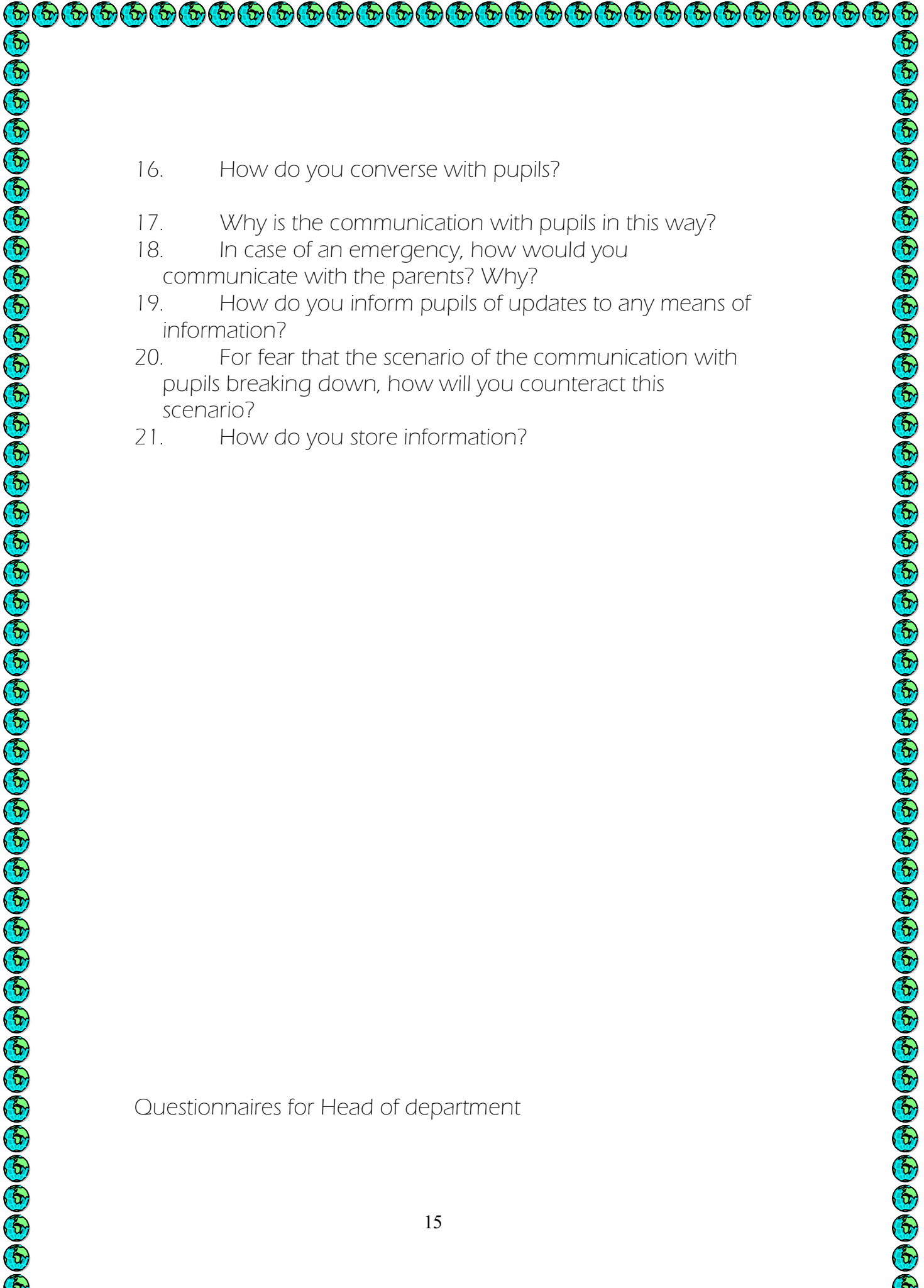
questionnaires for admin staff, teachers, head of department, senior staff

Questionnaire for the Management/Admin Staff

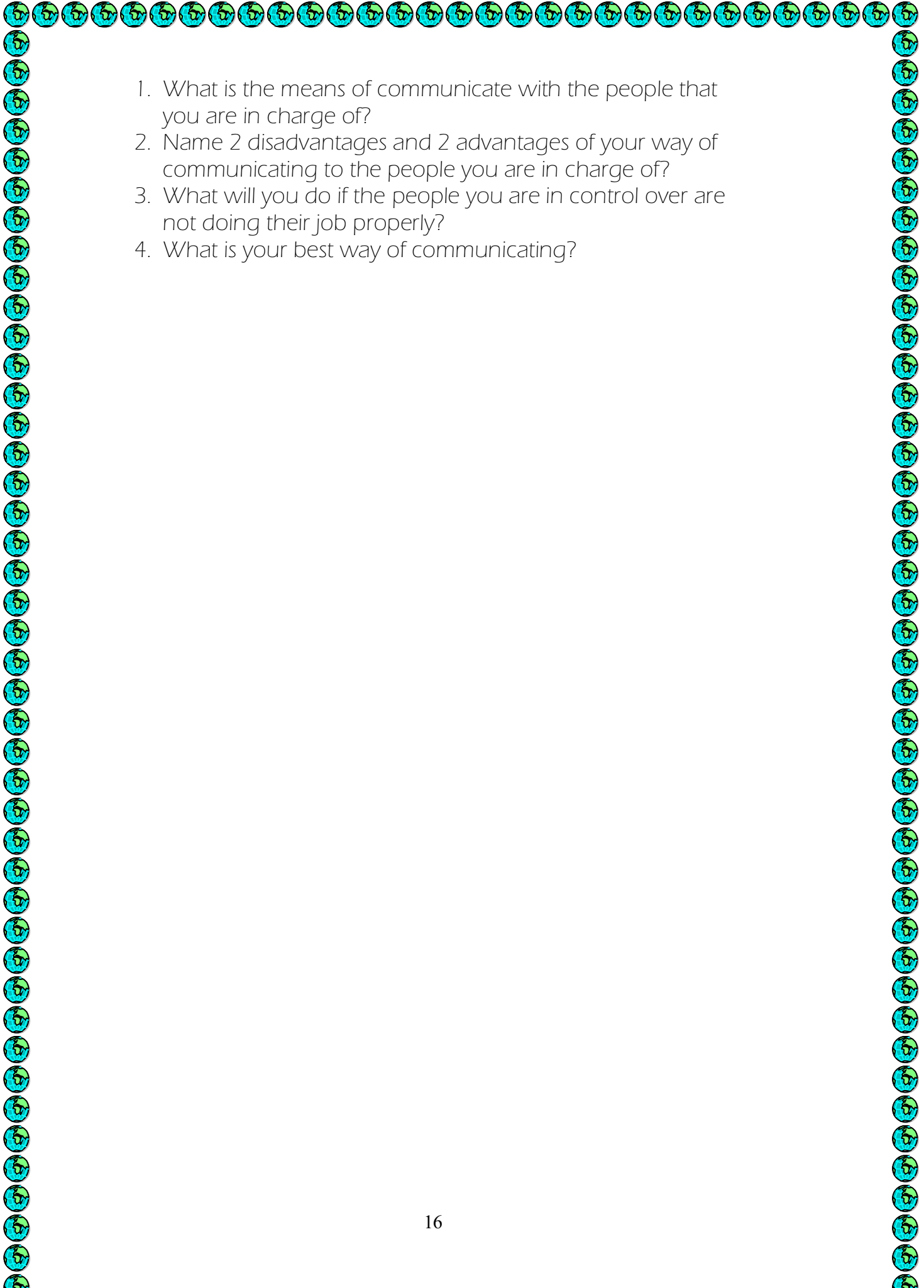
1. What system of communication do you use to engage your employees?
2. How do you converse with your employees of lower hierarchy?
3. What type of method do you use to inform employees of change in the normal routine?
4. Who is the manager (the highest of the chain of command) of your organisation, is the communication comprehensible? State reasons.
5. Poor communication with teachers, and senior staff has dire consequences, how do you combat the effects of poor communication if it happens?
6. Are the employees accustomed and comfortable to the current method of communication?

Questionnaires for Learning Staff/ Teachers

14. What means of communiqué do you have with parents?
- 15.

- 
16. How do you converse with pupils?
 17. Why is the communication with pupils in this way?
 18. In case of an emergency, how would you communicate with the parents? Why?
 19. How do you inform pupils of updates to any means of information?
 20. For fear that the scenario of the communication with pupils breaking down, how will you counteract this scenario?
 21. How do you store information?

Questionnaires for Head of department

- 
1. What is the means of communicate with the people that you are in charge of?
 2. Name 2 disadvantages and 2 advantages of your way of communicating to the people you are in charge of?
 3. What will you do if the people you are in control over are not doing their job properly?
 4. What is your best way of communicating?

Section 5a) Secondary Research (Various Methods of Internal Communication)

Internal Communication includes all communication within an organisation. This may include your colleagues, supervisors basically the people you work with. Internal Communication may be written, oral, face to face or computer based. Internal Computer Based Communication includes Memos, Reports, Computer Networks (Intranet) and e-mail.

Letters are a form of written communication. It involves writing in a series of paragraphs and with the address on the top left hand of the page for the receiver to, later on, contacts you. It is a little more personal than all the other types of communication.

4 advantages of writing letters are:

- It is cheap
- It is personal.
- Has a lot of detail in it.
- No special devices needed

4 disadvantages of writing letters are:

- It takes a long time to write and then to be delivered to the recipient.
- It could get lost in the post and the letter might not be very clear to read.
- Writer handwriting might not be legible

When it will be used:

E-mails are just letters sent through electronic means; by using the internet. You can send a range of multimedia items

7 advantages of Email are:

- It is quick and easy to use.
- Private.

- It has benefits of being able to send pictures, videos, and music.
- Email is useful to organisations spread over many sites.
- Message can be sent to a mass group of users
- Emails can be sent at any time and the message then awaits the receiver.
- A printout of the message on the email can be made.

7 disadvantages of Email are:

- Computer Viruses can corrupt files sent in the email and also be passed on to other computers.
- Do not know if recipient has received it.
- If the internet is down there is no other means to send email or receive it.
- You email inbox can fill up with unwanted spam.
- Users have to subscribe to ISP (Information Service Provider)
- Users can forget to respond if the message is not dealt with in a certain amount of time.
- Users have to check their mailbox regularly.

When it will be used:

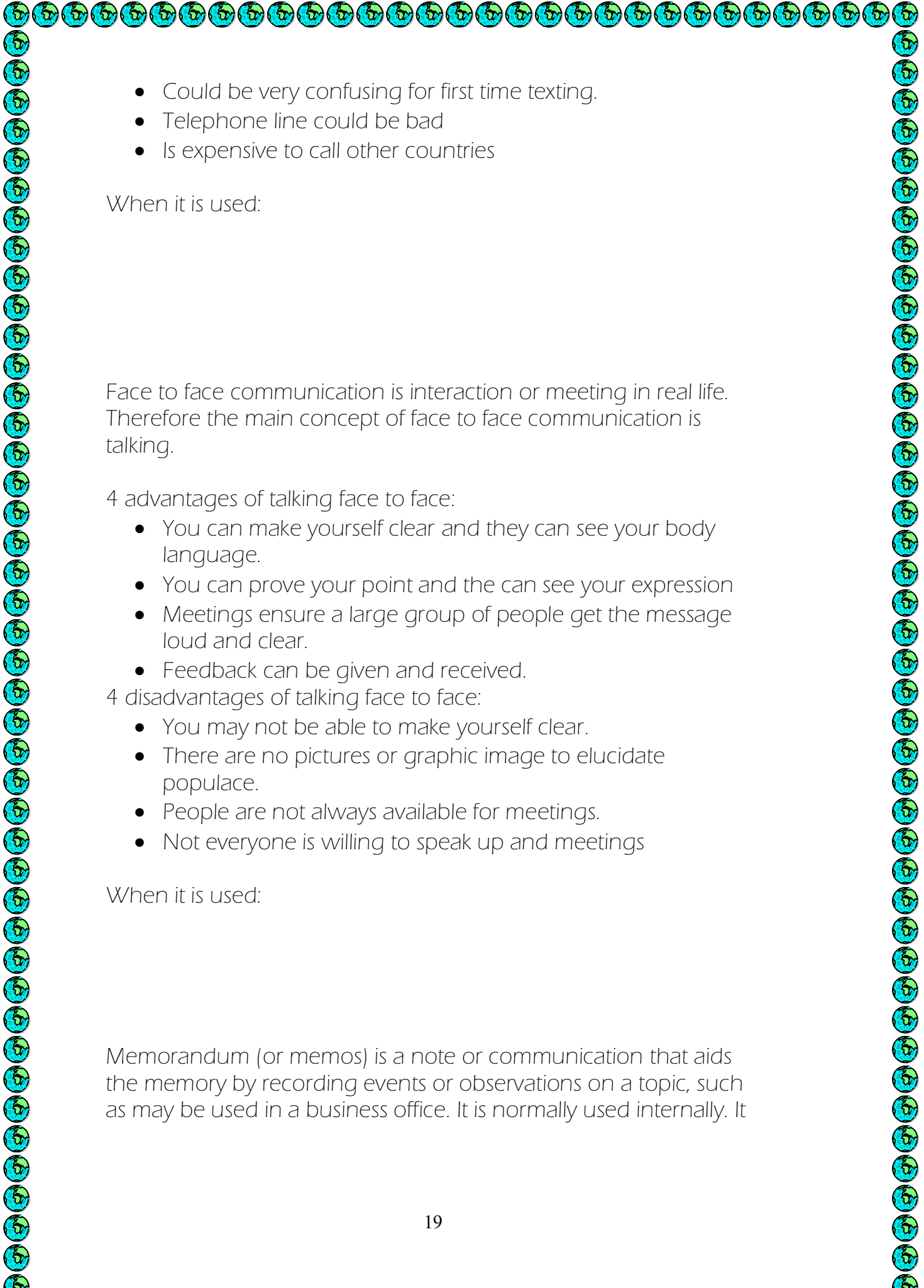
Telephone/Mobile Phones is a way of communication. It is a telecommunications device that is used to transmit and receive sound (most commonly speech), usually two people conversing but occasionally three or more.

4 advantages of texting/telephone:

- It saves paper
- Quick
- Can speak to people all over the world
- Speaking is one of the most effective ways of getting your point across

4 disadvantages of texting/telephone:

- Very fiddly.

- 
- Could be very confusing for first time texting.
 - Telephone line could be bad
 - Is expensive to call other countries

When it is used:

Face to face communication is interaction or meeting in real life. Therefore the main concept of face to face communication is talking.

4 advantages of talking face to face:

- You can make yourself clear and they can see your body language.
- You can prove your point and they can see your expression
- Meetings ensure a large group of people get the message loud and clear.
- Feedback can be given and received.

4 disadvantages of talking face to face:

- You may not be able to make yourself clear.
- There are no pictures or graphic image to elucidate populace.
- People are not always available for meetings.
- Not everyone is willing to speak up and meetings

When it is used:

Memorandum (or memos) is a note or communication that aids the memory by recording events or observations on a topic, such as may be used in a business office. It is normally used internally. It



is usually very brief and is, most of the time, sent through an electronic mailing program.

3 advantages of memoranda:

- They can provide a permanent record for future reference
- They are short and to the point
- If sent as emails, they can be sent out of work time to await the receiver, for example, from organisations in other countries with time zone differences

2 disadvantages of memoranda are:

- There is no immediate feedback
- If many e-mails are received, there is the possibility that some are missed and the receiver can suffer from information overload.

When it is used:

Report: In writing, a report is a document characterized by information or other content reflective of inquiry or investigation, which is tailored to the context of a given situation and audience. The purpose of reports is usually to inform. However, reports may include persuasive elements, such as recommendations, suggestions, or other motivating conclusions that indicate possible future actions the report reader might take. Reports can be public or private, and often address questions posed by individuals in government, business, education, and science.

2 advantages of reports are:

- Reports can be copied and circulated to lots of people.
- Reports usually deal with complicated matters, which are best dealt with in writing rather by other methods.

2 disadvantages of reports are:

- They can be very confusing and complicated
- The language could be too confusing or too difficult to understand.

Section 5b: Various Methods of External Communication

External Communication involves communicating outside the organisation perhaps with clients, customers and retailers, suppliers, competitors and other organisation.

Fax Machines: This is a way of sending black and white printed material or images between two organisations. The information is sent electronically between two fax machines using the telephone lines. The cost of sending the message depends upon the distance between two organisations and the length of time it takes to transmit a message.

A fax has to contain certain information so that the receiver of the fax knows where it has come from and how many pages are being sent. The first page of the fax is called the fax header.

3 advantages of using a facsimile machine are:

- Messages can be sent quickly when compared with letters
- Exact copies of the message, image or drawing are sent
- It is easy to send messages and no more complicated than a telephone call.

6 disadvantages of using a facsimile are:

- The received hard copy can sometimes be of poor quality
- The sender and the receiver each need a fax machine
- Can be time consuming feeding the sheets through.
- The fax machine can miss sheets.
- The message is not confidential
- The fax paper can run out of paper in a middle of a fax transmission

When it is used:

Faxes are widely used in business offices and are particularly effective because they make it very easy to transmit invoices, orders, rough drawings, copies of contracts and so on.



Telephone Systems:


8 Advantage of using telephone systems externally are:

- You get immediate feedback to things you say
- The conversation is relatively private between you and the caller - although others might be able to hear what you are saying.
- You can call someone anywhere on the planet
- Calls can be made 24 hours a day, 7 days a week
- Internal calls within a business are usually free of charge
- Most people have a telephone. No specialist equipment is needed.
- If there is an answer phone, you can leave a message if the person isn't available to take your call.
- If you don't know the telephone number you need there are plenty of services which will help you get the number (although they can be quite expensive).

Teleconferencing means that people all over the world can hold meetings and see and hear each other. Each computer has a camera, microphone and speakers, and is connected through the Internet to all the other computers. Real-time conversations can be held. It works by each person 'logging on' to the conference call. When you switch on your conference call device and enter your user ID number, an automatic voice saying something like "Mr Bob has joined the conference" is broadcast. Everyone says hello and carries on with the meeting.

Video conferencing is similar to teleconferencing except that people in the meeting can now see one another because video cameras are used to send live images over telephone lines.

Advantages of using the video and teleconference systems externally are:

- 
- There is no need to spend time and money travelling to meetings
 - You can have a 'meeting' with people from many different offices /countries without any of them having to travel
 - You can see people as well as hear them. This means you can see their body language which you can't do with a telephone call.
 - You can all view a document on the screen at the same time. People can work together and add their ideas. The document can be emailed to all of the people at the meeting later on.
 - Ideas and knowledge can be communicated between all those at the meeting very quickly and responses gathered. Video conferencing is good for 'brainstorming'.

When it is used

Intranet: An intranet is a private computer network that uses Internet protocols and network connectivity to securely share any part of an organization's information or operational systems with its employees. Sometimes the term refers only to the organization's internal website, but often it is a more extensive part of the organization's computer infrastructure and private websites are an important component and focal point of internal communication and collaboration.

6 Advantages of using an intranet based communication system are:

- Workforce productivity: Intranets can help users to locate and view information faster and use applications relevant to their roles and responsibilities

- Time: With intranets, organizations can make more information available to employees on a "pull" basis (i.e., employees can link to relevant information at a time which suits them) rather than being deluged indiscriminately by emails.
- Communication: Intranets can serve as powerful tools for communication within an organization, vertically and horizontally. From a communications standpoint, intranets are useful to communicate strategic initiatives that have a global reach throughout the organization.
- Enhance Collaboration: With information easily accessible by all authorised users, teamwork is enabled.
- Cost-effective: Users can view information and data via web-browser rather than maintaining physical documents such as procedure manuals, internal phone list and requisition forms.
- Promote common corporate culture: Every user is viewing the same information within the Intranet.

Section 8: Sources that I have used for my coursework

Edexcel Business and Communication Systems.
Village Infants School
Sanders Draper Specialist Science College

Personnel	Given to
School admin staff (10) (science techs, secretarial staff, curriculum assistants, Bursars office)	
Head of Department/Senior Staff(6)	
Teachers (6)	

Teaching Assistants (6)	

Questionnaire

HOD/Senior Staff

Please circle your responses

Which methods of communication do you use to
contact other HOD/Senior Staff

Face to Face

Email

Walkie Talkie

Telephone

Intranet

Other.....Please state

Which methods of communication do you use to
contact teachers?



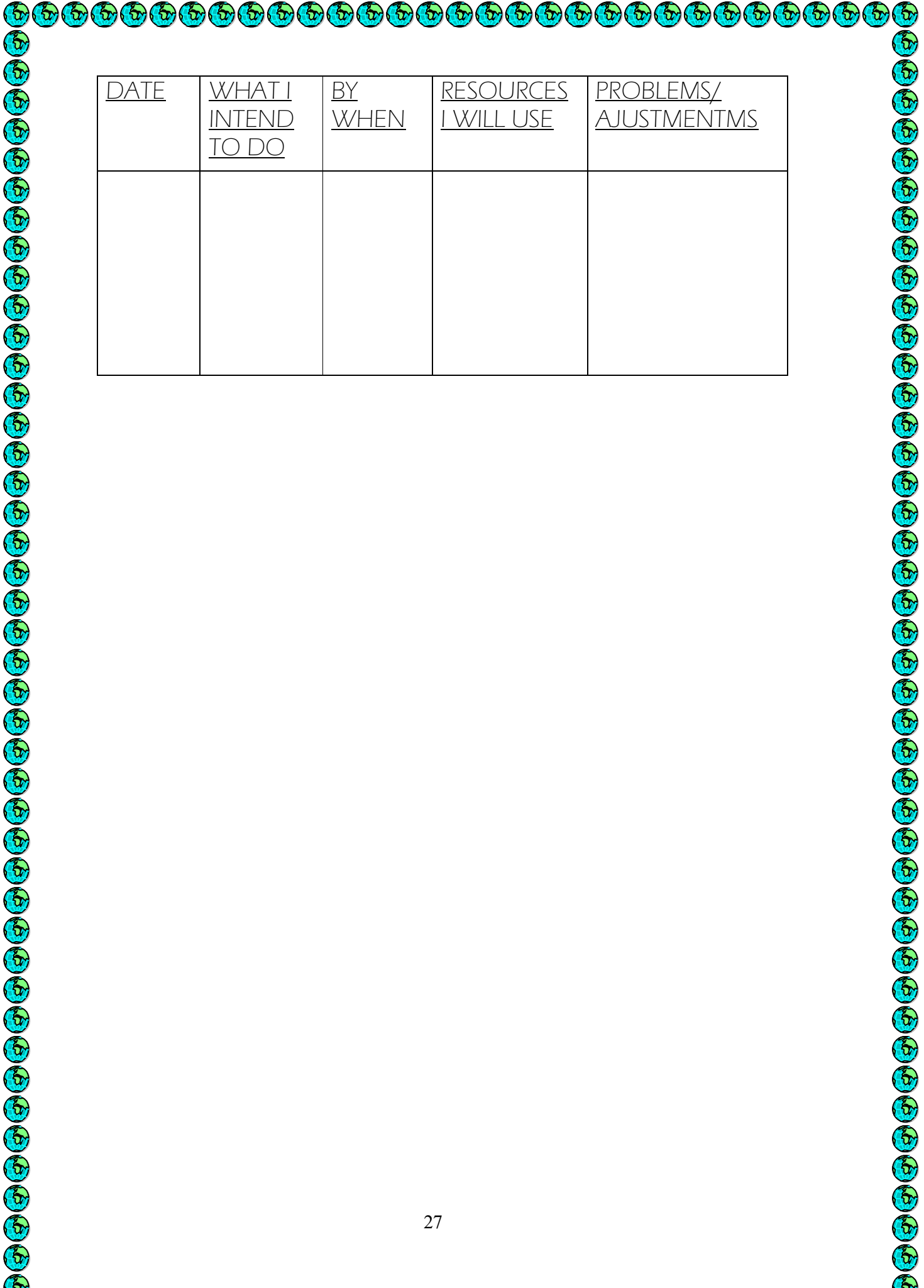
Which methods of communication do you use to contact teaching assistants?

Which methods of communication do you use to contact admin staff?

Which methods of communication do you use to contact pupils internally?

Which methods of communication do you use to contact pupils externally?

Section 9- The Action Plan:



<u>DATE</u>	<u>WHAT I INTEND TO DO</u>	<u>BY WHEN</u>	<u>RESOURCES I WILL USE</u>	<u>PROBLEMS/ AJUSTMENTMS</u>