Unit code	R/616/1790
Unit type	Core
Unit level	4
Credit value	15

Introduction

With employment opportunities and career progression becoming increasingly competitive, it is vital that new employees appreciate the value of the correct skills and competences expected by employers.

This unit aims to guide students through the process of self-assessment of skills and competences, personal career planning and the application of different learning and development approaches within a work environment. Students are not necessarily expected to engage in work activities, however self-assessment and design must be applied within a specific work context to avoid it being generic. This unit compliments *Unit 13: Work experience,* to apply theory to practice as content links closely together.

The unit will also give students direction on how to prepare for job applications and interviews in a formalised manner, with the aim to improve career prospects. Students are expected to undertake a practical interview arranged and guided by the tutor or relevant employer.

Learning Outcomes

By the end of this unit students will be able to:

1. Explore the importance of on-going professional development and self-directed learning to enhance professional identity and career opportunities

2. Assess own skills, competences and the different learning and development approaches

3. Design a professional development plan, within a specific work context

4. Demonstrate a range of service industry and transferable skills for a job application.

Essential content

LO1 Explore the importance of on-going professional development and self-directed learning to enhance professional identity and career opportunities

Importance of on-going professional development:

Employer benefits such as skilled workforce, up-to-date knowledge, competitive edge through human capital, employee engagement through development opportunities, organisational brand image

Employee benefits such as intrinsic motivation, personal satisfaction, increased employability, added value on CVs and future employment, ownership of role, self-directed approaches gain more buy-in

Professional standards and expectations:

Personal presentation and appearance, appropriateness of appearance in specific contexts e.g. events versus Michelin-star restaurant, role-appropriate dress code and appearances and Chef versus Front of House receptionist

Importance of projecting the brand image

Maintaining professional standards – conduct in the workplace, representation out of work

Working responsibly and ethically

Common skills expected in the workplace:

Business skills audits, personal/professional skills, soft skills (EQ related) versus hard skills (IQ related) and appropriateness in given contexts

Soft skills and behaviours such as self-confidence, communications, delegation, networking, creative thinking and initiative

Hard skills such as math, accounting, programming, statistics, use of technology

Customer Service skills in understanding and meeting customer needs and expectations

Importance of cultural awareness and sensitivity for working in a culturally diverse sector

Team leading and development

Tuckman's model of group development

LO2 **Assess own skills, competences and the different learning and development approaches**

Self-assessment approaches and techniques:

Self-evaluation models e.g. technical and soft skills audits, personal SWOT analysis, personality trait assessment

Identifying team characteristics using Belbin team roles

Competences comparison against job specifications and required personal and professional skills

Learning and development approaches:

Learning approaches – behaviourist, cognitive and humanist

Learning theories such as Gagné's theory of instruction, VAK learning styles, Honey & Mumford learning cycle, Kolb's learning cycle, Bloom's taxonomy, Social Learning theory, Bandura's self-efficacy theory

Developmental options – formal training, on-job training, shadowing, buddying, self-directed study, secondment, coaching and mentoring, job rotation, workshops, conferences, social learning and networking

Aligning development options with specific work contexts

LO3 **Design a professional development plan, within a specific work context**

Writing and designing development plans:

SMART planning, contextualised design, appropriate formats for practical application

Cohesive personal and professional development:

Developing combinations of skills and competences such as hard skills, soft skills, technical skills, personal demeanour/conduct, appearance and presentation

Proactive learning and evaluation:

Taking ownership, requesting advice/guidance, showing initiative in developmental processes, recording learning

Employer involvement:

Management support, appropriate notification and consent, agreed monitoring and guidance

LO4 Demonstrate a range of service industry and transferable skills for a job application

Effective CV Writing:

Presentation format of a CV

Key information to include in a CV

Tailoring the CV to the specific job role

Interview processes and preparation:

First, second and third stage processes, group tasks and behaviours during interviews

Research of organisations to establish role requirements and key words in job advertisements

Time management and personal conduct, practice and rehearsal, body language and speech

Generating evidence of skills and experiences:

Evidence such as achievements and awards, qualifications, CPD records, appraisals, guest comments forms, peer review forms, previous employer references and referrals

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Explore the importance of on-going professional development and self-directed learning to enhance professional identity and career opportunities		**LO1 LO2** **D1** Critically evaluate own skills and competencies to meet the employer expectation of professional skills required for employment within a specific job role
P1 Examine the key benefits of on-going professional development for different stakeholders within a specific organisation **P2** Investigate professional employer expectations of skills and competencies within a specific organisational context	**M1** Evaluate the importance of on-going professional development and the associated professional skills requirements within a specific organisational context	
LO2 Assess own skills, competences and the different learning and development approaches		
P3 Assess own abilities, skills and competences for a specific job role **P4** Review a range of learning theories and approaches used for personal and professional development processes	**M2** Evaluate own skills and competences and the most appropriate developmental approach to develop personal and professional skills for a specific job role	
LO3 Design a professional development plan, within a specific work context		**D2** Produce a comprehensive development plan that sets out clear and achievable targets, strategies and outcomes of learning and training within a specific work context
P5 Construct a development plan to enhance chosen skills and competencies within a specific work context	**M3** Provide a detailed development plan that applies underpinning learning and development theory, in a specific work context	
LO4 Demonstrate a range of service industry and transferable skills for a job application		**D3** Produce a detailed and coherent critical reflection of an interview process and own abilities during this process
P6 Undertake a job interview for a suitable service industry role **P7** Review key strengths and weaknesses of an applied interview process	**M4** Evaluate a job interview process and the obstacles and challenges to overcome	

Recommended resources

Textbooks

COTTRELL, S. (2015) *Skills for Success: Personal Development and Employability.*
Basingstoke: Palgrave Macmillan.

KIRTON, B. (2012) *Brilliant Workplace Skills for Students & Graduates.* Harlow: Prentice Hall.

LOON, M. (2016) *Professional Practice in Learning and Development; How to Design and Deliver Plans for the Workplace.* London: Kogan Page Ltd.

ZOLLER, K. and PRESTON, K. (2014) *Enhancing Your Executive Edge: How to Develop the Skills to Lead and Succeed.* Maidenhead: McGraw-Hill Education.

Websites

www.cipd.co.uk	Chartered Institute of Personnel and Development
	CPD information
	(General Reference)
www.hosco.com	HOSCO Recruitment
	Global Careers Advice and Jobs
	(General Reference)
www.hospitalityguild.co.uk	Hospitality Guild
	Careers Advice and News
	(General Reference)
www.mindtools.com	Mind Tools Essential Skills for an Excellent Career
	Articles, News
	(Research)

Links

This unit links to the following related units:

Unit 5: Leadership and Management

for Service Industries Unit 13: Work

Experience

Unit 16: Human

Resource

Management Unit

43:

Organisational

Behaviour

Unit 47: Pitching and Negotiation Skills