Unit 3: Professional Identity and Practice

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<tr>
<th>Unit code</th>
<th>R/616/1790</th>
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<tr>
<td>Unit type</td>
<td>Core</td>
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<td>Unit level</td>
<td>4</td>
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<td>Credit value</td>
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**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.
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

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

Textbooks

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