

## The Certification Module

**Keywords** - Curriculum development, Professional qualifications, sector specific, vocational, employability

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### Activity

- Each student is required to choose **two** of the professional qualifications, complete the qualification to UWIC and professional standards and apply that knowledge in the case study, in order to gain accreditation for this subject area
- To gain the professional qualifications each qualification must be completed to the standard required by the appropriate awarding body.
- Each student will have completed a minimum of 30 contact hours in order to achieve both qualifications.
- Each student must pay for the costs which will be incurred by participation in their chosen qualifications.
- To ensure academic rigour students should be able to demonstrate the 'graduateness' of their knowledge and development via the application of that knowledge in an assignment case study.

**Group** – Available to all Level 1 students in the above named subject disciplines.

**Aim** – The aim is to enable students to gain nationally and internationally recognised professional qualifications which will both develop the students' knowledge of their chosen sector of the industry and enhance their employability alongside gaining academic accreditation.

**Context / Background** – Many factors have influenced the development in this area of curriculum development in UWIC.

As the Government place a greater emphasis on vocational undergraduate courses HEIs are being driven to liaise with professional bodies to identify means of promoting knowledge and understanding and how these can be demonstrated in a practical manner.

Diverse student populations, both nationally and internationally, encourage HEIs to embrace both formal and informal approaches to teaching and delivery that ensures accomplishment.

Meeting the Skills Gap ( LINK 13 ) identifies the need to either fulfil employers' demands, stimulate employer demands or provide sector specific qualifications of a bespoke nature which are, in some areas of employment within HTLE sectors, mandatory

legislative requirements. For example: Sale and Consumption of Alcohol, Security Industry Association, Food Safety

Employability is key to any qualification. With Dearing encouraging lifelong learning, the benefits of work based learning and the need to 'bridge the gap' between education and employment, professional subject specific qualifications give graduates added value within the labour market.

QAA have the responsibility to ensure all educational institutions place emphasis on graduate employability qualifications of this vocational nature therefore need to be embedded into our curriculum.

**Example** – As identified previously in order to gain accreditation for this module students choose, of their own free will, TWO professional qualifications that are relevant to the subject areas; hospitality, tourism, leisure & events. Examples of professional qualifications that are delivered at UWIC and are therefore available for the students to participate in are:

#### **WSET Intermediate Certificate in Wines and Spirits**

The WSET Intermediate Certificate is intended for those who have little or no previous knowledge of a broad range of alcoholic beverages. It is designed to help those whose employment requires them to have a basic level of product knowledge and will help to underpin job skills and competencies such as customer service and sales functions within the hospitality industry. Holders of the qualification will be able to interpret the labels of the major alcoholic beverages of the world, give basic guidance on appropriate selection and service, food and wine matching as well as knowing the principles of wine tasting and evaluation.

#### **BIIAB National Certificate of Personal Licence Holders**

The BII National Certificate for Personal Licence Holders covers basic licensing law and the social responsibilities applicable to those who to serve alcoholic beverages within England and Wales. Under the Licensing Act of 2003, which came into force throughout England and Wales on 24th November 2005, there is a statutory requirement for anyone selling alcohol, authorising others to sell alcohol, providing entertainment or late light refreshments to obtain a qualification that has the accreditation of the Secretary of State This is one of the requirements to apply for a personal licence, which is the licence required to sell alcohol.

#### **Royal Society for the Promotion of Health (RSPH) – Supervising Food Safety in Catering**

The aim of this course is to prepare students for the examination for the above qualification. The level three qualification covers those aspects of food hygiene and safety which enable candidates to identify problem areas and to recommend solutions. It also emphasises effective methods of supervision and the need for appropriate systems and procedures to be in place.

#### **HSE First Aid at Work**

The aim of this course is to prepare candidates to give immediate assistance or treatment to someone who is injured or taken ill, until the arrival of an ambulance, doctor or other professionally qualified person. The attainment by staff of this qualification

contributes towards employers being able to show due diligence as required in the work place.

### **Sports Coaching Qualifications**

Due to the diverse nature of coaching awards in which students may participate, prescriptive descriptors or schemes of work are not listed here. However, it is recognised that a number of sports qualifications require an initial training period and then a prolonged practice period before final assessment. In these circumstances it may be impossible for someone to complete an award in the time available within the confines of the module. However, provided that they have agreed a level of engagement with an award or awards this will not preclude them from successfully completing the learning outcomes of the module.

The key considerations as to the suitability of particular sports coaching awards for the purposes of this module are:

- The time commitment involved
- The necessity of the award within the complete award scheme for the sport or recreation activity
- Any sport qualifications undertaken in order to complete this module must be negotiated with the appropriate tutor.

Other Professional Qualifications relevant to specific subject areas pursued by students have been: ( this list is not exhaustive or prescriptive )

- ABTAC ( Travel Agents ) & ABTOC ( Tour Operators ) qualifications
- Fares & Ticketing
- Tour Guiding
- Security / Door Supervision
- Crowd control / management / safety / queuing
- Risk Assessment

All qualifications must be accredited by a recognised awarding body and assessed to determine a minimum level of competency and coherence with the possibility of identifying various levels of success. For example Pass, Merit, Distinction.

### **Results / Feedback – Benefits for the learner:**

1. Acquisition of two nationally and / or internationally recognised professional qualifications, (such as the BII National Certificate for Personal Licence Holders, WSET Intermediate Certificate in Wines, Spirits and Other Alcoholic Beverages, RSPH Intermediate Food Hygiene Certificate) which have particular relevance to the students' vocational sector of the Hospitality, Tourism and Leisure industries.
2. Ability to discuss issues arising from the qualifications, such as benefits to self and the industry as a whole and prospective employers.
3. Identify and examine current issues, social, demographic, cultural, political etc within their sector that could have an impact on the workplace / business environment.

4. Ability to discuss key issues relating to their vocational sector applying skills and knowledge developed during the acquisition of their qualifications in an informed and up-to-date manner.

Student feedback on this module has been very positive with regard to the high relevance of the qualifications that the students are pursuing, the recognition and appropriateness of them within the workplace and how they have made the student more 'value added' in a very competitive marketplace where resources are tight and employee development not always a priority.

**Other comments** – Success rates are very high within this module. One of the keys aspects of successful learning is motivation and with the student 'cherry picking' the professional qualifications relevant to them (discipline specific) and their overall academic agenda, they are driven to achieve.

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