

Competency Standard

UNIT TITLE: READ AND WRITE ENGLISH AT AN ADVANCED LEVEL		NOMINAL HOURS: 120
UNIT NUMBER: D1.LAN.CL10.06		
UNIT DESCRIPTOR: This unit deals with the skills and knowledge required to read and write English in the workplace at an advanced level.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Read and understand advanced English texts</p> <p>1.1 Identify <i>advanced English texts</i> in the workplace</p> <p>1.2 Locate information <i>to research for specific purposes</i></p> <p>1.3 Comprehend the gist of advanced English texts</p> <p>1.4 Locate <i>specific information</i> within advanced English texts</p> <p>1.5 Apply critical thinking skills to <i>identify bias</i> in advanced English texts</p> <p>Element 2: Write advanced English texts</p> <p>2.1 Identify the <i>different types of business reports</i></p> <p>2.2 Write a <i>business report</i></p> <p>2.3 Write a <i>response to a letter of complaint</i></p> <p>2.4 Write a letter promoting products and/or services to customers/guests using <i>the language of persuasion</i></p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to all industry sectors within the labour divisions of the hotel and travel industries that are required to read and write English at an advanced level and may include:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Food and Beverage Service 4. Food Production 5. Travel Agencies 6. Tour Operation <p><i>Advanced English texts</i> in the workplace may include:</p> <ul style="list-style-type: none"> • Brochures and catalogues • Manuals • Employee handbooks • Policies and procedures, including handling complaints, incident reports 	

- Reports
- Case studies
- Research material sourced from books, magazines, journals and the internet
- Minutes of meetings
- Business correspondence
- Timetables and schedules.

Research for specific purposes may include:

- Preparing for a presentation
- Preparing a tour guide commentary
- Gaining background knowledge of local and indigenous customs and culture
- Gaining knowledge about competitors in the field
- Reading case studies of successful organisations in the field
- Comparing goods and services
- Gaining product knowledge.

Specific information may include:

- Dates and times
- Terms and conditions
- Facts and figures
- Exclusions to fares
- Timelines and action(s) to be taken.

Identify bias may relate to:

- Critically analysing the writer's intent and attitude
- Detecting what hasn't been included in the text

- Noting if opinions are substantiated or not
- Noting exaggerated statements such as “a chance of a lifetime” when in fact it is an everyday event
- Noting the use of positive and negative words such as a “a cosy room” when in fact the room is tiny
- Noting the selective use of facts and figures
- Enquiring what things are being compared with by asking questions such as “compared to what?”

Different types of business reports may relate to:

- Strategic plans
- Financial plans
- Market overviews, including information about market value, sectors, trends, share and growth
- Marketing plans
- Company and organisation profiles
- Training evaluations.

A business report may include:

- The use of an index or a table of contents, and the use of headings and sub headings to provide a structure to the report
- Terms of reference or a brief; i.e. The aims and objectives and parameters of the report
- The inclusion of tables and charts
- An interpretation of current trends, a prediction of future trends
- An analysis of data
- Recommendations based on the findings and conclusions in the report
- The use of factual and concise language.

Response to a letter of complaint may include:

- A quick, sincere and empathic response, e.g. “we understand it must have been frustrating ...” “it is most unfortunate you were inconvenienced through this situation...”
- An apology, e.g. “we are so sorry for the inconvenience this has caused...”
- A plea for their continued custom, e.g. “you are a valued customer and we are committed to providing you with outstanding service in the future...”
- Your contact information should the complainant wish to discuss the matter with you personally.

The language of persuasion may include:

- Using questions, “Have you ever thought of?”
- Using imperatives “Don’t miss this opportunity...”
- Using comparatives, “Ten times better value for money...”
- Using superlatives, “The best address in town...”
- Using adjectives, “A delicious meal of exquisite seafood...”

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Knowledge of the enterprise’s policies and procedures in regard to reading and writing advanced texts in English
- Ability to identify advanced workplace texts
- Ability to locate specific information in English required for research purposes related to the needs of the enterprise
- Ability to interpret the main ideas and to locate specific information in advanced English texts
- Ability to identify bias in a range of advanced texts
- Ability to write a business report in English related to the needs of the enterprise

- Ability to write a letter of response in English to a complaint
- Ability to write a letter to promote goods or services to customers/guests in English using the language of persuasion.

Linkages To Other Units

- Design, prepare and present various types of reports
- Build and maintain a team approach to service delivery
- Analyse competency requirements
- Apply industry standards to team supervision
- Implement, monitor and evaluate a training and development program
- Plan and promote training courses
- Review training outcomes
- Manage and resolve conflict situations
- Maintain hospitality industry knowledge
- Prepare and present tour commentaries
- Read and write English at a supervisory level.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of the various types of advanced English texts likely to be encountered in the workplace
- Demonstrated ability to locate information for research purposes
- Demonstrated ability to read and comprehend two types of research material related to the enterprise
- Demonstrated ability to apply critical thinking skills by identifying bias in three advanced English texts used by the enterprise

- Demonstrated ability to identify different types of business reports
- Demonstrated ability to write a purposeful business report relevant to the needs of the enterprise(s) involved
- Demonstrated ability to use the language of persuasion in promotional material designated for the enterprise.

Context of Assessment

This unit may be assessed on or off the job

- Assessment should include practical demonstration of reading and writing English at an advanced level either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- Assessment must relate to the individual's work area or area of responsibility.

Resource Implications

Training and assessment to include access to a real or simulated workplace and suitably qualified English as a second language (ESL) teachers; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Worksheets
- Observation of practical candidate performance
- Oral and written questions
- Project and assignment work.

Key Competencies in this Unit		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
Key Competencies	Level	Examples
Collecting, organising and analysing information	3	Locate, gather and analyse research information for a business report
Communicating ideas and information	2	Write a promotional piece about a service or goods
Planning and organising activities	2	Comprehend strategies outlined in a strategic plan report
Working with others and in teams	1	Discuss ways to handle a complaint with colleagues and supervisors
Using mathematical ideas and techniques	2	Identify trends in graphs, tables or charts
Solving problems	2	Offer solutions to complex problems
Using technology	2	Develop a data base of preferred suppliers