



WELSH BACCALAUREATE Advanced

Enterprise and
Employability Challenge
Colegau Cymru
Hospitality & Catering



Available for assessment from September 2015

Hospitality Event Planning

PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

BRIEF

Deciding on your future can be a daunting aspect. The hospitality and catering industry is extremely competitive so it is vital that you choose a career pathway that utilises your strengths. You need to consider what you really want to achieve in a career without being influenced by others. When it comes to identifying the right pathway to a career, there is much preparation to do and many decisions to be made. The job market can be a competitive place and you need to stand out from other candidates. In preparation to apply and secure a job, you will need to gain a clear understanding of what is involved and know how to promote yourself so that you impress potential employers. You will learn the importance of networking and the power of social media when it comes to building a professional profile.



Experiencing an innovation venture focused on your future career aspirations, provides an opportunity to develop and demonstrate a wide range of skills, qualities and attributes. Hospitality, events and tourism are industries that require people with maturity and great decision-making skills and who can be innovative. This Challenge enables you to put forward a sustainable **Innovation Proposal** for a **hospitality event** and **present** the proposal which provides you with experience of enterprise and its importance in today's economy.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for your chosen destination. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.