

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA Dip CerHE International Gastronomy Management		
Module:	Placement: Customer Experience and Service Skills		
Module code:	BMGM4003	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Chris Rogers	Internal Verifier:	Lisa Knight
Assignment Title:	4 element portfolio	Word count (or equivalent):	1500
Submission deadline:	17th November 2023 23:59pm	Return date of provisional marks & written feedback:	15th December 2023
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently a variety of different introductory tasks within the restaurant and business as a whole.
- Appreciate the importance of the work based key skills, dealing with a variety of customers in different roles and learning to communicate with them effectively to promote a positive outcome.
- Examine issues such as health and safety, business policies, complaints procedures and the effectiveness/challenges of communication with customers across different channels

TASK DESCRIPTION

You have been tasked with creating a reflective portfolio that documents your learning experience and knowledge gained in culinary skills. The portfolio should consist of four sections. The focus should be on your vocational, self, and academic development. The portfolio should include a brief overview of your placement experience, including the objectives and your personal learning outcomes. You should also highlight any missed opportunities.

The topic of this portfolio is **Customer Service**.

Element 1: Customer Service Skills

In this section of the portfolio, you should reflect on the customer service skills you have developed during your culinary training and any relevant work experience. You should identify key skills and discuss how you have demonstrated these skills in the context of the food service industry. You should also reflect on any challenges you have faced in providing excellent customer service and how you have overcome them. Your reflection should demonstrate an understanding of the importance of customer service in the culinary industry and how your skills have contributed to positive guest experiences.

Element 2: Customer Service Experience and Feedback

In this section, you should reflect on your experience providing customer service in a culinary setting. You should describe the nature of your role, the types of customers you served, and the challenges you faced. You should also discuss how your customer service skills contributed to the success of the operation and how you collaborated with colleagues to provide exceptional service. You should reflect on any missed opportunities to provide excellent customer service and what you would do differently in the future. What feedback from guests did you receive, either positive or negative and how did you respond to that. Did you use it to improve or strengthen your skills or, if the feedback was negative, examine how you responded and if you would respond in the same way again.

Element 3: Personal Growth and Reflection

Reflect upon your experiences during your placement. What were the things that influenced or challenged you the most, why do you think that was and what did you learn from that. Consider how these formative experiences will lead you in terms of career aspirations and goals and how you can use them to develop yourself and identify areas of improvement. What will be your next step and why?

Element 4: The final element of your portfolio is a Viva with your placement tutor to discuss your three element written portfolio in detail and the practical experience you have gained on placement.

You must include Academic referencing to back up your arguments. Therefore this is not simply a piece of writing listing what you have done, it needs to be set against Academic principles and needs to reference your experiences within and using the Academic frameworks.

In your portfolio, you must reference your work by providing both in-text citations and a reference list containing a minimum of 12 references, with at least four relevant to each element. You should follow IHM's UWTSD Harvard Referencing Guide, which is available on Moodle under the Module Information tile.

The purpose of the portfolio is to provide a self-reflection of your progress and review the work you have undertaken, applying evidence of developing key skills criteria. These include self-management and development, task management, applying initiative in workplace problems, communication, and application of knowledge.

Your assessment will be based on your ability to critically evaluate your personal performance and development, your reflective analysis of the overall learning experience, outcome achievements, key skills development, application of theory in practice, identification of lost opportunities, and future career development/skills application. It is important to note that the record should be reflective, analytical, and critical, not descriptive in nature.

Your placement module lecturer will meet with you bi-weekly to review your progress, and you will also meet with your kitchen supervisor to ensure you are progressing through your tasks and acquiring the support you need to be successful in the department rotation.

Upon completion of your placement, you will be required to upload your completed portfolio to the Turnitin link provided in Moodle. You are expected to submit your portfolio in a timely manner, according to the university guidelines, and the required dates will be posted in the Turnitin Link.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills /10

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed an appropriate *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: Use a range of academic sources relevant to culinary skills and customer service, including journal articles, textbooks, and online resources, to support your reflections and analysis. You should demonstrate the ability to evaluate and reflect on the literature to develop your understanding of customer service, communication, and problem-solving in a culinary context.

Use appropriate referencing and citation methods, following the IHM's UWTSD Harvard Referencing Guide, to acknowledge the sources used in your portfolio.

2. Knowledge and Understanding Skills /30

At level 4, you should be able to demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

Guidance specific to this assessment: You should demonstrate an understanding of the principles of customer service in the hospitality industry, including effective communication, problem-solving, and relationship-building. Apply relevant theories and concepts related to customer service, communication, and problem-solving in your reflections and analysis. Identify areas of strength and weakness in your knowledge and understanding of customer service and culinary skills and reflect on how you have developed during your placement.

3. Cognitive and Intellectual Skills /10

You should be able to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study. You should be able to evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work. Your work must contain evidence of logical, analytical thinking. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where?

At what cost? You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *Analyse and evaluate your personal learning outcomes and experiences during your placement, including the challenges and opportunities you encountered.*

Use critical thinking skills to reflect on your customer service skills, your ability to solve problems, and your communication skills in a culinary context.

Evaluate how your placement has influenced your attitudes and beliefs towards customer service and the hospitality industry.

4. Practical Skills /25

At level 4, you should be able to apply the basic underlying concepts and principles to evaluate and interpret these within the context of your area of study. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria.

Guidance specific to this assessment: *You should demonstrate an understanding of how customer service skills can be applied in a culinary context, including the importance of effective communication, problem-solving, and relationship-building. Reflect on your practical experiences during your placement, including the tasks you undertook, the challenges you faced, and the skills you developed. Evaluate the impact of your practical experiences on your development of customer service skills, and identify areas for future improvement.*

5. Transferable Skills for Life and Professional Practice /25

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. This includes demonstrating: that you can communicate the results of your study/work accurately and reliably, and with structured and coherent arguments; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: *You should write this assignment as a reflective essay, provide your student name, number, module name and module code and assignment title. You should use a font of Arial 12 point. Justify your text, in order for your journal to look professional. Use 1.5 line spacing throughout the document. Spelling and grammar should be accurate.*