



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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Young Wales

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Welsh Baccalaureate

Principal Learning Qualifications



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**WELSH
BACCALAUREATE**
QUALIFICATION



www.welshbaccalaureate.org.uk

What is the Welsh Baccalaureate Qualification?

The Welsh Baccalaureate Qualification (WBQ) was introduced to give broader experiences than traditional learning programmes and suits the diverse needs of young people. It can be studied in English or Welsh, or a combination of the two languages.

The WBQ is made up of two parts. The first part is comprised from 'Options' selected from approved courses at the appropriate level, such as GCSEs, AS/A levels, Vocational Qualifications, and now Principal Learning and Project Qualifications. The second part is the 'Core Programme' of personal development studies listed in the centre of the diagram below. There are no extra examinations – assessment is based on evidence learners collect in carrying out their activities. These activities help inform and improve their understanding and performance in their Options.

The WBQ gives a more rounded educational experience. It helps learners achieve more, be better equipped for higher education and the world of work, and be more active citizens.

For more information, pick up a copy of *Be Informed ... The Welsh Baccalaureate Qualification Explained* (ISBN 9780750445566) or download a copy at www.welshbaccalaureate.org.uk



What are Principal Learning Qualifications?

Principal Learning Qualifications (PLQs) are new qualifications that have been developed in partnership with employers and universities. They give learners an insight into what is involved in an occupational area without committing the learner to a career in that area. There are opportunities to experience different styles of learning in different environments such as school, college and the workplace, with an emphasis on practical activities.

The PLQs may be used together with, or instead of, other approved qualifications as part of the Options requirements within the WBQ. They are available at Level 1 (Foundation), Level 2 (Intermediate) and Level 3 (Advanced) of the National Qualifications Framework (NQF). Learners taking a Principal Learning Qualification must also take the Project Qualification at an appropriate level.

Principal Learning Qualifications are available in the following areas.

1. Information Technology
2. Construction and the Built Environment
3. Engineering
4. Creative and Media
5. Business, Administration and Finance
6. Environmental and Land-based Studies
7. Hair and Beauty Studies
8. Hospitality
9. Manufacturing and Product Design
10. Society, Health and Development
11. Travel and Tourism
12. Public Services
13. Sport and Active Leisure
14. Retail Business

What are the Project Qualifications?

The Foundation Project (Level 1), Higher Project (Level 2) and Extended Project (Level 3) Qualifications are freestanding qualifications that let the learner choose their own topic and develop skills in managing and presenting their learning.

The project can relate to the Principal Learning area or an area of wider personal interest. It offers learners a new method of study and they can demonstrate their learning through their preferred approach. For example:

- design project – e.g. construction of a model bridge
- written project – e.g. research into a historical, political or cultural issue, a film or theatre script
- field study – an investigation based on data, e.g. in a geographical context
- media-based submission – e.g. CD-ROM or DVD
- production of an art work or artefact – e.g. sculpture or photograph
- performance-based activity – e.g. role in a drama production or film.

The project will develop skills such as independent learning, project management, initiative, planning, research, problem solving and presentation skills. Taking the Principal Learning and Project Options within the WBQ provides both the in-depth subject knowledge and practical skills that businesses and higher education institutions consistently say that they want.

I. Principal Learning in Information Technology

Principal Learning in Information Technology (IT) will provide a practical insight into how technology plays a key role in business. The learner will discover what different people in the industry do – as well as how to manage projects, design new business solutions, develop websites, manage networks and deliver IT support.

Topics covered include:

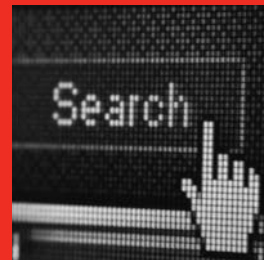
- business – how organisations work and the role technology can play
- people – how to work well with other people
- technology – how to create technology solutions, how to design and develop a multimedia product for a particular audience.

“ Professional skills in technology are critical for the workforce of tomorrow and will ensure Wales is able to fully exploit the opportunities of a knowledge economy.”

Ronan Miles, Director, Collaborative Services – BT, Chairman e-skills Wales Employer Forum

“ The curriculum is a fresh approach which focuses on the business application of technology and the widest range of skills that IT professionals need. It provides learners with exposure to real world business challenges that technology can solve. I believe that learners following this course of study will have a great foundation which I hope will encourage them to pursue their study of IT within higher education before entering the digital workplace.”

Professor Chris Price, Head of Department of Computer Science, Aberystwyth University



2. Principal Learning in Construction and the Built Environment

Principal Learning in Construction and the Built Environment will provide opportunities to acquire valuable skills and to learn about a wide range of different industries such as architecture, structural steelwork, painting and decorating, glazing and surveying. The range of topics brings together these related industries, so that the learner understands how they interconnect.

Topics covered include:

- designing the built environment – explores how the built environment is designed and constructed and how it impacts on people and communities
- creating the built environment – looks at what different people in the industry do and helps the learner to develop a range of skills and knowledge needed to create the built environment
- valuing and using the built environment – analysing the need for good management and continuous maintenance and understanding the importance of good design, workmanship and teamwork.

“ In an industry that is fighting for its share of talented people, there is a real need to recruit new employees with the right skills. Principal Learning will ensure that young people are given an insight into the world of work and receive the skills, knowledge and understanding they need for further or higher education and employment. A young person with the Welsh Baccalaureate will have a fully rounded education, having reached the required standard in the Core Skills and sector-related subjects. Hands-on learning in a practical environment is a vital part of the curriculum.”

Mike Davis BSc (Hons), Regional Training Manager, Lovell



3. Principal Learning in Engineering

Principal Learning in Engineering will provide opportunities for practical skills and concepts behind engineering and how they impact on the modern world. The learner will be introduced to key engineering principles such as design, materials, electrosystems, maintenance and manufacturing.

Topics covered include:

- the engineered world – looks at the importance of engineering in the modern world
- discovering engineering technology – introduces basic engineering principles such as design, materials, electronics systems, maintenance and manufacturing
- engineering the future – looks at what makes innovations succeed, how new materials contribute to design and how to develop and launch new ideas; this part of the course provides the learner with opportunities to explore creative approaches.

“The Civil Engineering Contractors Association (CECA) Wales has welcomed the opportunity to engage in the development of Principal Learning Qualifications in both Engineering and Construction and the Built Environment in Wales. The sector’s input in this way will ensure industry recognition, and more importantly, industry participation in delivering sustainable inclusive construction and engineering industries in the future.”

Rhodri Gwynn Jones B.Sc. C.Eng MICE, Director and Secretary, CECA (Wales) Ltd.



4. Principal Learning in Creative and Media

Principal Learning in Creative and Media will provide opportunities for the learner to master skills that are central to creative roles in the workplace. They will learn how to think, question, explore, create and communicate, as well as how to bring ideas to life through making, performing and doing.

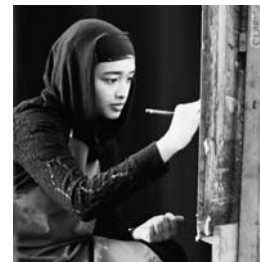
While studying for this qualification, the learner will cover dynamic and exciting topics, including 2-D and 3-D visual art, graphic design, product design, fashion, textiles, advertising, drama, dance, music, film, television, radio, interactive media, animation, computer games, photo imaging and creative writing.

Topics covered include:

- thinking and working creatively – ways of exploring, experimenting with and developing ideas, skills and techniques
- principles, processes and practice – the skills, techniques and processes to turn the learners' ideas into reality
- creative businesses and enterprise – an understanding of real situations and the skills that the learner needs to succeed in the industry.

“Principal Learning in Creative and Media offers young people a work-relevant learning experience that develops the skills employers have identified as key for future work, while giving them a broad education that keeps their options open. What an exciting qualification to have for young people in Wales.”

John Geraint, Creative Director, Green Bay Media, and Chair of Skillset Cymru



5. Principal Learning in Business, Administration and Finance

Principal Learning in Business, Administration and Finance will provide experience to learners on setting up and running their own business, and selling a product they have created. They will learn to cope with change, how to remain competitive, and discover how outside factors such as new technologies, consumer trends, environmental issues or globalisation can affect a business. Other skills will include communication and interpersonal skills, citizenship, team working, administration, research and analysis, and giving presentations.

Topics covered include:

- business enterprise – develop ideas, carry out research and promote products or services
- business administration – learn about business administration and how important it is for organisations
- finance – teaches the skills and knowledge you need to manage personal and business finances.

“ The Principal Learning of the Welsh Baccalaureate will ensure key employability skills, identified as essential to business, administration and finance employers, are delivered alongside transferable skills applicable to a wide variety of sectors for employment or progression into higher education. ”

Stephen Crane, 14–19 Manager, Financial Services Skills Council



6. Principal Learning in Environmental and Land-based Studies

Principal Learning in Environmental and Land-based Studies will provide first-hand experience of the opportunities, occupations and career paths offered by the sector.

Learners will experience working with health and safety in mind, developing scientific, communication and management skills. They will develop entrepreneurial and creative skills (relevant to running their own business) and engage in fieldwork to study different habitats.

Topics covered include:

- productive and working environments – looks at the limited resources of our natural environment, our impact on it, how it influences us and how these resources are used
- plants and animals – explores how we use plants for commercial, recreational and conservation purposes, and animals for production (food), recreation, work or companionship
- developing the sustainable environment – explores the impact we have on our environment and how important it is to use environmentally friendly 'green' practices.

“We need really well-rounded, well-qualified, well-informed people to come into our industry. Principal Learning in Environment and Land-based Studies is a very good way for young people to acquire those skills – the science, the learning, the team working skills and the technical skills to make them ready for work so that when they do look for a job, they are going to be really strong candidates.”

Gordon McGlone, Chief Executive, Gloucestershire Wildlife Trust



7. Principal Learning in Hair and Beauty Studies

Principal Learning in Hair and Beauty Studies will cover issues that are influencing and driving the sector today, how it works and what skills are needed to work within it. Learners will study the six industries that make up the hair and beauty sector: hairdressing, barbering, African-Caribbean hairdressing/barbering, beauty therapy, spa therapy and nail services. This will provide a good understanding of how each of them relate to other industries.

Topics covered include:

- employability – looks at the global environment in which hair and beauty businesses operate, plus personal presentation, hygiene and well-being; learning the principles of basic hair, beauty and nail treatments and routines, along with historic and cultural differences
- customer interaction – learning communication skills from client consultation to managing expectations, as well as promotion and selling by recommendation; introduces basic systems and processes in a salon reception
- creativity and innovation – investigating how personality, culture, race, gender, fashion and religious influences can be expressed through hairstyles, skin care and make-up techniques; learning the importance of innovation in hair and beauty product design.

“Employers I’ve spoken to from the hair and beauty sector welcome the Principal Learning Qualification. This sector is multi-faceted. It is entrepreneurial, vibrant, creative and exciting, and yet we’re experiencing a skills shortage as high as forty per cent in areas such as the spa and leisure market. It will allow learners to get a real feel for each of the six industries within the hair and beauty sector and discover how different it is from the long-held stereotypes.”

Gill Morris, GMT Training, Habia Director



8. Principal Learning in Hospitality

Principal Learning in Hospitality will consider the breadth of the hospitality industry, how it works and its importance to the UK economy and everyday lives. This includes good customer service (with customers and colleagues) as well as basic legislation and health and safety.

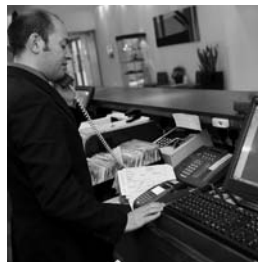
Learners will experience the different departments that make up a hospitality business, plus skills including team working, creative thinking and self-management, which are all essential in the hospitality industry.

Topics covered include:

- the hospitality industry – introducing the UK hospitality industry and customer service
- people in the hospitality industry – developing skills to work in the hospitality industry
- hospitality operations – preparing and serving food and beverages
- business and finance in hospitality – covers important business and financial practices as well as covering areas such as human resources, front-of-house facilities and events management; explores loyalty incentive schemes and business plans, customer service and its impact on a business.

“ I think the outline of what Principal Learning will cover sounds perfect at all levels. The challenge will be co-ordinating the delivery of it between various establishments seamlessly, but I think the variety of people delivering the skills to be learned will really make it a useable, valuable qualification. I particularly like the idea of 14 to 19-year-olds learning what can be used as life skills – increasing their own confidence in integration and delivering customer care, which obviously they can then use in any industry.”

June Harvey, HR and Training Manager, Bartlett Mitchell



9. Principal Learning in Manufacturing and Product Design

Principal Learning in Manufacturing and Product Design (MPD) will provide the opportunity to cover five sub-sectors: food and drink manufacturing; engineering; fashion and textiles; chemicals, pharmaceuticals and polymers; furniture, print and building products. Learners will look at the UK and its place in global manufacturing, as well as the full range of activities, from design, procurement and human resources management to finance, marketing and issues like sustainability and globalisation.

Topics covered include:

- product design and materials science – considers the process of manufacturing a product, from the purchase of raw materials to the sale of the finished product
- business and enterprise – provides an introduction to manufacturing as a business
- production systems – gives an insight into the skills, techniques and processes to turn your ideas into reality.

“The Principal Learning Qualification in Manufacturing and Product Design provides an alternative route for young people to enter the manufacturing industry. Because of the way the Principal Learning Qualification is delivered – with practical experience enhancing the theory learned in class – learners are more likely to understand how industry works and to have realistic expectations of what happens in the workplace. They are therefore more likely to become long-term employees, which will help companies save on recruitment costs, as it increases the chances of recruiting the right people first time.”

Ken Wilson, Community Affairs Manager, Tate & Lyle



10. Principal Learning in Society, Health and Development

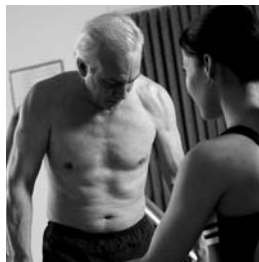
Principal Learning in Society, Health and Development will cover all four sectors – health, adult social care, the children’s workforce and community justice – as they operate in Wales.

Topics covered include:

- the sectors in context – focuses on the political, social and economic factors that affect the four sectors in Wales today
- principles and values in practice – the values and principles that underpin and inform the practice of everyone across the sectors, putting the person using the service at the centre of provision
- partnership working – new work practices mean that services work much more closely together to ensure the quality, greater flexibility and more efficient use of resources for service provision and support; for example, in family centres, there will be people from social services, health and the children’s services all working to ensure quality and integrated services for children and families
- communication and information sharing – good communication is crucial to people working across the sectors; what are the barriers to good communication, how they can be overcome and are there tensions between good communication and sharing information with other professionals and respecting the privacy of individuals
- personal and professional development in the work environment – being able to reflect on one’s own practice is a critical aspect of professional development; what did you do well, what can be improved, how can you improve your practice
- safeguarding and protecting individuals and society – people in these sectors are often working with the most vulnerable groups in society and it is important to understand what needs to be done to ensure that people are kept safe.

“This approach gives employers confidence that young people will understand and make a positive contribution to the work of their organisations.”

Martin Narey, CEO Barnardos



11. Principal Learning in Travel and Tourism

Principal Learning in Travel and Tourism will introduce learners to the broad and varying areas the sector covers. These include travel services, tourism services, conferences and events, visitor attractions, bus, rail and coach, and aviation. Learners will gain the skills, knowledge and understanding required within a rapidly changing, challenging, dynamic and global business environment. This should inspire and allow young people to make informed judgements about potential careers and progression routes in the travel and tourism sector of today and the future.

Principal Learning in Travel and Tourism will:

- encourage and support sustainability across the sector
- encompass local culture whilst nurturing a regional, national and global perspective
- consider the balance between new developments, such as those in passenger transport and new attractions with cultural heritage and ethical and moral values
- develop the ability to recognise and respond to environmental issues of today and the future
- encourage competitiveness alongside a culture of caring for individuals and their natural and built environment
- place people, whether employees or customers, at its core, and recognise the importance of customer service to the business environment.

“Travel and tourism employers will increasingly be looking to recruit candidates who have the right mix of academic achievement, knowledge of the sector and appreciation of the work skills required. The Principal Learning Qualification in Travel and Tourism is an important step forward in meeting this need.”

Ian Mounser, Sales Director, Superbreak

“The Principal Learning Qualification in Travel and Tourism offers young people a great opportunity to gain a valued qualification, which offers a new and exciting learning experience in partnership with employers. It provides a key element in a well-structured pathway to employment, further and higher education.”

Jane Burke, Group HR Director, Shearings Group



12. Principal Learning in Public Services

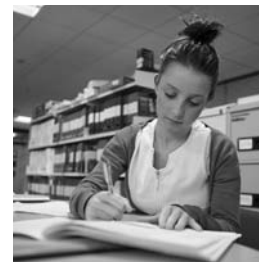
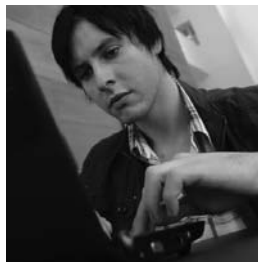
Principal Learning in Public Services reveals the inner workings of this vibrant, varied and valued sector. Learners will discover how public service organisations operate and gain an appreciation of the social values that sustain them. Public services needn't mean working in government either. Many of the 5.5 million people currently involved in the sector work in private businesses or the voluntary sector. For people wanting to make a difference to the lives of individuals and communities, the Principal Learning Qualification introduces the learner to the wide scope of the sector and careers available.

Topics covered include:

- local government – areas such as planning, environmental health, trading standards and revenue generation
- strategic health – areas that plan how to use funding, where to spend/where to save, public health campaigns
- central government – civil service across all departments
- housing and regeneration – social housing, homelessness, community development programmes
- Armed Services – Army, RAF and Navy, 'non-uniformed' (e.g. procurement, admin etc.) as well as frontline
- leisure, culture and lifelong learning – libraries, teaching, museums and galleries, leisure centres
- justice and emergency services – courts, prison service, fire and rescue, police, ambulance service.

“The new and exciting Principal Learning Qualification in Public Services has arrived! This qualification, which has been developed with employers across the public sector, can be taken as an option within the Welsh Baccalaureate Qualification and provides learners with the skills and knowledge they need for a career in public services. The qualification gives learners a wide range of experiences from across public services giving them a choice and understanding of different job roles.”

Siân Morgan, Wales Country Manager, Skills for Justice



13. Principal Learning in Sport and Active Leisure

Principal Learning in Sport and Active Leisure introduces the huge range of areas covered in the sector. These include competitive sport, but also other areas, such as walking, climbing, health and fitness, playwork, stadium management, sport surfaces, caravan parks and leisure centres. The qualification is not designed to produce world class athletes and you do not necessarily have to be an active participant. For young people that enjoy learning in a practical hands-on way and have an interest in the industry then it may be a good option.

Topics covered include:

- the individual – explores how important an active and healthy lifestyle is, how the body works and the impact of unhealthy choices, such as smoking or substance misuse
- the industry – learn all about the sport and active leisure industry; learn who works in it, including sports clubs, specialist colleges, commercial sponsors and funding agencies like the Sports Council for Wales and the National Lottery
- the community – find out why the sport and active leisure industry is described as 'people-centered' and develop the all-important customer service and relationship building skills to succeed in it.

“Parasport are fully supportive of the Principal Learning Qualification in Sport and Active Leisure, which provides both able-bodied and disabled young people a new opportunity to get involved within the sports sector, through the combination of physical involvement with theoretical understanding. This combination is what makes them employable in the future while establishing the core values of sport from grass roots through to performance athletes and the influence it can have on people’s lives.”

Nick Heyworth, National Manager, Parasport

“I’m sure this qualification will encourage more young people into education and into this wide and varied industry. They can experience so many different areas of sport and leisure and grow from it, and build on their own potential and become valued employees.”

Paul A Clarkson, CEO of Kangoo Jumps UK



14. Principal Learning in Retail Business

Principal Learning in Retail Business takes learners from the shop floor and behind the shop front to explore every stage of the retail process – from source to supply to sale. Learners will get lots of practical experience and develop the confidence, motivation, enterprise and creativity that is needed to flourish in this ever-changing environment. It will also equip them with an understanding of what it takes to set up and run their own business.

Topics covered include:

- retail operations – looks at sourcing products, merchandising, stock control, selling and customer service
- business management – looks at marketing, strategies for change, HR and team dynamics
- supply chain – looks at the journey of a product from its source through transportation and storage to disposal, including recycling
- creative and design – explores store layout and visual merchandising.

Throughout these topics learners will gain transferable skills and knowledge, such as engaging with people, technology, business administration skills, safety and security. They will also learn about wider issues such as globalisation, sustainability, ethical and environmental considerations.

“Retail offers many choices and opportunities and a career within it can take many routes. The industry is varied, full of challenges and is also great fun. In retail no two days are ever the same.”

Belinda Earl, CEO of Jaeger and Aquascutum

“I am delighted that learners in Wales will get the opportunity to study Retail Business. This represents an opportunity for young people to find out, first hand, what a wide range of careers retail can offer.”

John King, CEO House of Fraser





Let us have your comments on Principal Learning Qualifications and the Welsh BaccaLaureate Qualification

If you have any comments regarding the Principal Learning or Welsh BaccaLaureate Qualifications we'd be delighted to hear from you. Please contact us by e-mailing wbq-cbc@wales.gsi.gov.uk or info@welshbaccaLaureate.org.uk

Further information

You can find out more by visiting the Welsh BaccaLaureate or Welsh Assembly Government websites.

www.welshbaccaLaureate.org.uk www.wales.gov.uk/educationandskills

Or by e-mailing wbq-cbc@wales.gsi.gov.uk or info@welshbaccaLaureate.org.uk

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