

Curriculum for vg1 sales, service and tourism

This is a translation from Norwegian Nynorsk of the official Norwegian subject curriculum text.

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About the subject

Relevance and central values

Vg1 sales, service and tourism focuses on service and business operations. The programme subjects shall help pupils understand the meaning of service and hospitality, and give an introduction to administrative and financial tasks. The programme subjects also involve the development of products and services to cover the needs of customers and society. The programme subjects shall prepare the pupils for a workplace that requires service personnel to make ethical and sustainable choices that ensure safety within the enterprise.

All subjects are designed to help give pupils a strong foundation for learning. Through critical thinking, vg1 sales, service and tourism shall give the pupils more insight into ethical, social, cultural, financial and environmental affairs linked to the service industry. The programme subjects shall also help promote innovation and creativity in the industry. Through knowledge of interaction and communication, the programme subjects shall build a foundation for handling disagreements and conflicts. Vg1 sales, service and tourism shall contribute to knowledge of how social partners cooperate to develop a better workplace.

Core elements

Operations, development and profitability

The core element operations, development and profitability involves the operation, organisation and development of enterprises in the service industry. The core element includes knowledge of various factors that impact the effectivity, quality, finances and profitability of the enterprises. It also concerns administration of the regulations governing the workplace, health, safety and environment. Further, it involves knowledge of ethical dilemmas related to sustainability and the impact on business operations.

Service and hospitality

The core element service and hospitality involves understanding and assessing what customers, guests and cooperation partners need and want. It involves adapting communication, service products, experiences and services to different target groups. Further, it involves providing hospitality and creating good experiences.

Safety and emergency preparedness

The core element safety and emergency preparedness involves creating trust and safety in relationships and interaction with service recipients. It includes understanding the meaning of risk assessments, emergency preparedness planning and preventing undesired events. Further, it involves knowledge of the role and responsibilities of the service employee in emergency situations.

Interdisciplinary topics

Health and life skills

Vg1 sales, service and tourism addresses the interdisciplinary topic of health and life skills by establishing and taking care of interpersonal relationships during interaction with customers and colleagues. It also involves ensuring good physical and mental help in the workplace through knowledge of health, safety and environment.

Sustainability

Vg1 sales, service and tourism addresses the interdisciplinary topic of sustainable development through social, cultural, financial and environmental challenges in the service industry, and the instruments that can promote ethical and sustainable decision-making.

Basic skills

Oral skills

Oral skills in vg1 sales, service and tourism involve conveying messages and interacting with customers and cooperation partners. This involves adapting language to the recipient, content and objectives, and listening to and respecting the person to whom one is talking. It also involves reflection, the presentation of issues, conversation and debate in professional contexts.

Writing

Writing in vg1 sales, service and tourism involves being able to create messages adapted to various objectives, media and target groups. Further, it involves written communication with customers and cooperation partners. It also involves being able to plan and document professional activities, and use and combine various forms of expression such as suitable texts, images and symbols.

Reading

Reading in vg1 sales, service and tourism involves understanding professional expressions, and finding and using relevant information in a critical and testable way. Further, it involves being able to assess the content of texts based on subject knowledge. It also includes understanding subject literature, statistics, legal texts and plans.

Numeracy

Numeracy in vg1 sales, service and tourism involves being able to carry out financial estimates and retrieve information from tables, statistics and diagrams. It also involves being able to analyse, revise and assess figures.

Digital skills

Digital skills in vg1 sales, service and tourism involves being able to be creative and innovative with digital resources, and communication and collaboration with others. Further, it involves being able to use digital resources in a responsible and appropriate way, and to critically assess information from digital sources, use netiquette and develop digital judgement.

Competence aims and assessment

Competence aims and assessment business operations

Competence aims after business operations

The pupil is expected to be able to

- describe rules and legislation relevant to the service industry and explain how they govern business operations
- describe the distribution of responsibility and what the various roles in an enterprise involve, and prepare and present an organisation chart
- assess, calculate and adapt the price of a product in relation to costs and market situation
- explain and keep simple accounts, prepare a budget and assess profitability
- describe the flow of goods and quality in the value chain and assess dilemmas related to profitability and sustainable development
- carry out a simple risk assessment and present various measures that prevent undesired events
- carry out and document work in compliance with applicable regulations governing health, safety and environment

- follow an emergency preparedness plan and explain the function and purpose of emergency preparedness plans

Formative assessment

The formative assessment should help promote learning and the development of competence. The pupils demonstrate and develop competence in business operations when they use knowledge, skills and critical thinking to solve assignments in the programme subjects.

The teacher facilitates pupil participation and encourages the desire to learn through a variety of assignments. The teacher can give assignments that cover multiple or all the programme subjects. The teacher shall have conversations with the pupil regarding their development within business operations. The pupils shall have the opportunity to express what they believe they can accomplish and reflect on their own academic development. The teacher provides guidance on further learning and adapts the education to enable the pupils to use the guidance provided to develop their competence in the programme subject.

Assessment of coursework

The grades awarded for coursework reflect the overall competence of the pupil in business operations at the end of the education in the programme subject. The teacher plans and facilitates the pupils in demonstrating their competence in various ways. Using the competence aims as a starting point, the teacher shall assess how the pupil demonstrates understanding, reflection and critical thinking, and how the pupil masters challenges and solves assignments in various contexts. The teacher awards grades in business operations based on the competence the pupil has demonstrated by planning, completing, assessing and documenting their own academic work.

Competence aims and assessment marketing and innovation

Competence aims after marketing and innovation

The pupil is expected to be able to

- analyse consumer behaviour in relation to target group segmentation
- assess important competitive instruments in relation to the profiles and profitability of enterprises
- develop a business concept and assess it in consideration of sustainable development

- create a simple marketing plan and explain the chosen goals and instruments
- develop how technology and changes in consumer behaviour impact the role of sales and services, and present measures and marketing strategies
- create a marketing campaign and explain the chosen instruments
- sell a product and explain the sales process
- know and make use of applicable marketing and sales regulations
- describe administrative functions and routines in an enterprise and discuss how these impact the quality and service level

Formative assessment

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Competence aims and assessment culture and interaction

Competence aims after culture and cooperation

The pupil is expected to be able to

- explore how different cultures and backgrounds impact communication and customer service, and take this into consideration when meeting customers and guests
- plan and complete an event and explain the role of host
- reflect on various forms of relationship building and explain the meaning of network
- reflect on ethical dilemmas in the service industry and assess instruments that may promote ethical and sustainable decision-making
- handle complaints and describe conflict prevention measures
- explain the role of a service employee in conflicts and emergencies
- explain and assess how social partners cooperate to develop a better workplace

Formative assessment

The formative assessment should help promote learning and the development of competence. The pupils demonstrate and develop competence in culture and interaction when they use knowledge, skills and critical thinking to solve assignments in the programme subjects.

The teacher facilitates pupil participation and encourages the desire to learn through a variety of assignments. The teacher can give assignments that cover multiple or all the programme subjects. The teacher shall have conversations with the pupil regarding their development within culture and interaction. The pupils shall have the opportunity to express what they believe they can accomplish and reflect on their own academic development. The teacher provides guidance on further learning and adapts the education to enable the pupils to use the guidance provided to develop their competence in the programme subject.

Assessment of coursework

The grades awarded for coursework reflect the overall competence of the pupil in production and services at the end of the education in the programme subject. The teacher plans and facilitates the pupils in demonstrating their competence in various ways. Using the competence aims as a starting point, the teacher shall assess how the pupil demonstrates understanding, reflection and critical thinking, and how the pupil masters challenges and

solves assignments in various contexts. The teacher awards grades in culture and interaction based on the competence the pupil has demonstrated by planning, completing, assessing and documenting their own academic work.

Type of assessment

Assessment of coursework

Business operations: The pupils shall have one grade awarded for coursework.

Marketing and innovation: The pupils shall have one grade awarded for coursework.

Culture and interaction: The pupils shall have one grade awarded for coursework.

Examination for pupils

Business operations: The pupils shall not sit for an examination.

Marketing and innovation: The pupils shall not sit for an examination.

Culture and interaction: The pupils shall not sit for an examination.

Examination for external candidates

Business operations: External candidates shall sit for a written examination in the programme subject. The examination will be prepared and graded locally. The county council decides whether the local examination for external candidates will have a preparatory part.

Marketing and innovation: External candidates shall sit for a written examination in the programme subject. The examination will be prepared and graded locally. The county council decides whether the local examination for external candidates will have a preparatory part.

Culture and interaction: External candidates shall sit for a written examination in the programme subject. The examination will be prepared and graded locally. The county council decides whether the local examination for external candidates will have a preparatory part.

Business operations, marketing and innovation, and culture and interaction: External candidates shall take an interdisciplinary practical examination in these programme subjects. The examination will be prepared and graded

locally. The county council decides whether the local examination for external candidates will include a preparatory part.