

Unit Title:	Interview clients to determine their need for career information, advice and guidance
OCR unit number	Unit 3
Level:	4
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

This unit aims to develop the learner's understanding of a range of interviewing skills to determine the career information, advice and guidance needs of clients, the range of media used to communicate with clients, client recording processes and to enable the learner to apply these in practice.

Learning Outcomes	Assessment Criteria
<p>The learner can:</p> <p>1. Understand the skills required to interview clients to establish their career information, advice and guidance needs</p>	<p>The learner will:</p> <p>1.1 explain the interview skills required to establish client career information, advice and guidance needs</p> <p>1.2 explain how to tailor the interview to suit the client's requirements</p>
<p>2. Understand the use of different media to communicate with clients</p>	<p>2.1 analyse use of media available to communicate with clients</p> <p>2.2 explain media techniques used to communicate with clients</p>
<p>3. Be able to interview clients to determine their needs for careers information, advice and guidance</p>	<p>3.1 discuss with clients their expectations of the career-related interview</p> <p>3.2 tailor communication in the interview to meet the needs of individual clients</p>
<p>4. Be able to identify client career information, advice and guidance needs</p>	<p>4.1 question clients to establish their career information, advice and guidance needs</p> <p>4.2 listen to and reflect back client responses to check own understanding</p> <p>4.3 agree with clients their career information, advice and guidance requirements and how these will be met</p> <p>4.4 record the outcomes of careers information, advice and guidance interviews</p>

Assessment

This unit is internally assessed and externally verified by OCR Assessors. Assessment must include direct observation of practice. Simulations are not allowed.

To achieve a Pass, candidates must produce evidence which meets all of the assessment criteria.

Evidence requirements

All evidence of a candidate's performance must be generated in the workplace. Candidates must produce their own work and assessors use a range of assessment methods. Candidates may provide evidence of knowledge and understanding prior to, or during the assessment phase. Further information regarding suitable forms of evidence can be found in the OCR Level 4 Diploma in Career Information and Advice Centre Handbook.

Guidance on assessment and evidence requirements

In order to provide appropriate evidence to meet the assessment criteria for this unit, direct observation must be used and OCR recommends the use of witness testimony, as appropriate. Other suitable evidence could include:

- assignment/report to evaluate the range of interview skills/techniques and media used in communicating with clients
- (note: range of media can include web based information, text, and the emerging technologies such as social networking)
- case study
- product evidence – emails, texts, letters, phone and computer system updates

Work carried out for this unit may also link with work for:

- Units 4 and 10

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk .