



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

**Institute of Professional Education And Knowledge
(PEAK), Vocational Training Council**

Learning Programme Accreditation

**Professional Diploma in Management
for the Catering Industry**

Feb 2016

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 The Institute of Professional Education And Knowledge (PEAK) of the Vocational Training Council (VTC) was set up as a self-financed higher education institution to provide vocational education and training for in-service working adults. It offers a comprehensive range of continuous professional development programmes and services for the working population in Hong Kong, and for corporations and small and medium-sized enterprises.
- 1.2 Based on the Service Agreement, HKCAAVQ was commissioned by the Institute of Professional Education And Knowledge (PEAK), Vocational Training Council (職業訓練局高峰進修學院) (the Operator) to conduct a Learning Programme Accreditation exercise to assess and determine whether the Professional Diploma in Management for the Catering Industry achieves the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 4.
- 1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 17 December 2015.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

Approval

Name of Operator(s)	Institute of Professional Education and Knowledge (PEAK), Vocational Training Council 職業訓練局高峰進修學院
Name of Award Granting Body	Vocational Training Council 職業訓練局
Title of Learning Programme	Professional Diploma in Management for the Catering Industry 飲食業管理專業文憑
Title of Qualification(s) (Exit Award(s))	Professional Diploma in Management for the Catering Industry 飲食業管理專業文憑
Primary Area of Study / Training	Recreation, Leisure, Tourism and Hospitality
Other Area of Study / Training	Not applicable

Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	120
Mode(s) of Delivery and Programme Length	Part-time 2 years [1207.5 notional learning hours (including 247.5 contact hours)]
Intermediate Exit Award(s)	Not applicable
Validity Period	4 years 1 April 2016 to 31 March 2020
Number of Enrolment(s)	Not applicable
Maximum Number of New Students	Maximum of 300 learners per year Maximum of 25 learners per class
Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Special Notes to be included on the QR	Not applicable
Address of Teaching/ Training Venue(s)	1. 2/F & 3/F, VTC Tao Miao Institute, 13 Au Pui Wan Street, Fo Tan, New Territories 新界火炭坳背灣街十三號職業訓練局稻苗學院二樓及三樓 2. VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道二十七號職業訓練局大樓

Recommendations
<ol style="list-style-type: none"> 1. The Operator should provide more local examples covering different kinds of catering services in the teaching and learning materials so as to help learners put theory into practice, facilitate their reflection on workplace application and cater for the needs of learners' with different backgrounds. 2. The Operator should provide all non-local learners and those without catering positions with orientation sessions in the workplace so as to facilitate their learning and help them accomplish the self-study activities and meet the stated programme intended learning outcomes.

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

- Equip catering practitioners with the knowledge of and skills in theory and management practice in the areas such as human resources management, financial management, business management and operation, and customer service;
- Develop catering practitioners' perspectives on contemporary issues in the areas such as human resources management, financial management, business management and operation, and customer service; and
- Prepare catering practitioners for more advanced roles and to pursue their lifelong professional development.

3.2 Programme Intended Learning Outcomes

On completion of the programme, graduates will be able to:

- Apply theories, concepts, principles and practices of management in the areas such as human resources management, financial management, business management and operation, and customer service for the operation and development of catering business;
- Analyse and interpret business management information to make business decisions in the catering business operations;
- Perform management and supervisory functions in catering organisations and execution of activities in order to maintain good staff relations; and
- Analyse and evaluate operational managerial problems and contemporary issues in order to formulate feasible solutions.

3.3 Programme Structure

Module Title	Core/Elective	QF Credit
Management Structure and Operation in Restaurants	Core	
Corporate Culture and Leadership in the Catering Industry	Core	
Financial Management and Cost Control in Restaurants	Core	
Performance Appraisal and Remuneration Management in the Catering Industry	Core	
Team Building and Motivation in Restaurants	Core	
Communication and Listening Skills	Core	
Restaurant Manpower Planning	Core	
Training Strategies and Methodologies in the Catering Industry	Core	
Psychology and Behaviour of Catering Practitioners	Core	
Crisis and Conflict Management in Restaurants	Core	
Staff Recruitment, Retention and Management in the Catering Industry	Core	

Strategic Management in the Catering Industry	Core	
Case Study on Management in Restaurant Operations	Core	
Case Study on Human Resources Management in the Catering Industry	Core	
Analysis of Business Environment of the Catering Industry	Elective	
Customers' Needs and Market Positioning in the Catering Industry	Elective	
Customer Service Management in the Catering Industry	Elective	
Development of Marketing Plans for Restaurants and Catering Organisations	Elective	
Branding Studies for the Catering Industry	Elective	
Wine Studies	Elective	
Market Trends and Challenges in Hong Kong Catering Industry	Elective	
Strategies and Mediation Skills in Handling Customer Complaints	Elective	
Negotiation and Lobbying Skills	Elective	
Function Catering Management	Elective	
Menu Design and Planning	Elective	
Applied Food Nutrition and Dietary Studies	Elective	
Carbon Emission and Environmental Management in Restaurants	Elective	
International Quality Standards and Certifications: ISO9001, 5-S and HACCP	Elective	
Labour Relations and Legislation in the Catering Industry	Elective	
Information Management System in the Catering Industry	Elective	
Total (14 core modules + any 10 elective modules)		

3.4 Graduation Requirements

- Students need to pass all 14 core modules and 10 out of 16 electives modules, where the passing marks are 40%; and
- At least 70% of attendance rate of each module, within a maximum registration period of 4 years.

3.5 Admission Requirements

- Five HKDSE subjects at Level 2, including English and Chinese Languages, with at least 2 years relevant experience, or equivalent; or
- Five HKCEE subjects at Grade E/Level 2, including English and Chinese Languages*, with at least 3 years relevant experience, or equivalent; or
- Completion of a QF Level 3 programme that is deemed acceptable to PEAK HoSTS PCOM or the delegated Programme Leader; or

- Relevant Recognition of Prior Learning (RPL) qualification(s) at QF Level 3 or above that is deemed acceptable to PEAK HoSTS PCOM or the delegated Programme Leader AND a pass in an entrance oral assessment; or
- Other relevant verifiable prior learning and/or work experience that is/are deemed appropriate by PEAK HoSTS PCOM or the delegated Programme Leader AND a pass in an entrance oral assessment; and
- Applicants are preferably existing practitioners in the catering industry.
- Applicants who do not meet the general minimum entry requirements but are 23 years of age or above and possess at least 2 years of relevant full-time work experience could be considered for admission as mature applicants. An admission interview will be conducted by a PEAK's academic staff to assess their suitability for admission.

* Applicants who took HKCEE English Language in 2006 or before should have attained Grade E or above (Syllabus B) / Grade C or above (Syllabus A).

4. Substantial Change

- 4.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval by HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). Operators should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 16/19
File Reference: VA12/02/46