



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

SUMMARY ACCREDITATION REPORT

**School of Continuing Education, Hong Kong Baptist
University**

Learning Programme Re-accreditation

**Certificate in Customer Services and Store
Management (Elective Course of Diploma Yi Jin)**

July 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 In the academic year 2012/13, the Diploma Yi Jin (DYJ), then known as Yi Jin Diploma, was introduced in replacement of the former Project Yi Jin. DYJ aims to provide an alternate pathway for Secondary Six school leavers as well as adult learners to obtain a formal qualification for the purposes of further study and employment. The Federation for Self-financing Tertiary Education (FSTE) is commissioned by the Education Bureau to develop and administer the programme, and serves as the secretary to the DYJ Programme Management Committee (PMC). The Yi Jin Diploma programme was accredited by HKCAAVQ in August 2013 with a validity period of three years starting from the 2013/14 academic year to be operated by seven member institutions of FSTE.
- 1.2 Following the advice of the Education Bureau to FSTE and its member institutions to award standalone qualifications to DYJ students on successful completion of a SCS-based Elective Cluster/Course, an Elective Course of School of Continuing Education, Hong Kong Baptist University (the Operator) was accredited by HKCAAVQ in September 2014 leading to the SCS-based qualification, Certificate in Customer Services and Store Management (Elective Course of Diploma Yi Jin).
- 1.3 Based on the Service Agreement, HKCAAVQ was commissioned by FSTE, on behalf of the Operator to conduct a Learning Programme Re-accreditation exercise to assess and determine whether the Certificate in Customer Services and Store Management (Elective Course of Diploma Yi Jin) continues to achieve the stated objectives and meet the Qualifications Framework (QF) standard at QF Level 3.
- 1.4 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 14 April 2016.

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)	School of Continuing Education, Hong Kong Baptist University 香港浸會大學持續教育學院
Name of Award Granting Body	School of Continuing Education, Hong Kong Baptist University 香港浸會大學持續教育學院

Title of Learning Programme	Certificate in Customer Services and Store Management (Elective Course of Diploma Yi Jin) 客戶服務及店舖管理(毅進文憑選修科目) 證書
Title of Qualification(s) (Exit Award(s))	Certificate in Customer Services and Store Management (Elective Course of Diploma Yi Jin) 客戶服務及店舖管理(毅進文憑選修科目) 證書
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Wholesale, Retailing, Import and Export, Merchandising
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Retail
Branch	Retail
QF Level	Level 3
QF Credits	15
Mode(s) of Delivery and Programme Length	Full-time and Part-time Full-time: 1 year, 150 notional learning hours (including 60 contact hours) Part-time: 2 years, 150 notional learning hours (including 60 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	4 years 1 September 2016 to 31 August 2020
Number of Enrolment(s)	Not applicable
Maximum Number of New Students	Maximum of 35 learners per class
Specification of Competency Standards Based Programme	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme is one of the Elective Courses of the Elective Cluster, Retail Management, of the Diploma Yi Jin programme. 此課程屬於毅進文憑課程中「零售管理」選修群組的其中一個選修科目。
Address of Teaching/	1. Madam Chan Wu Wan Kwai School of Continuing

Training Venue(s)	<p>Education Tower Hong Kong Baptist University, 9 Baptist University Road, Kowloon Tong, Kowloon 陳瑞槐夫人胡尹桂女士持續教育大樓 九龍塘浸會大學道九號香港浸會大學</p> <p>2. David C. Lam Building 4/F, David C. Lam Building, Shaw Campus, Hong Kong Baptist University 34 Renfrew Road, Kowloon Tong, Kowloon 思齊樓 九龍塘聯福道三十四號香港浸會大學逸夫校園思齊樓四樓</p>
--------------------------	--

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

- This programme aims at developing in students the knowledge and practices of customer services and the operations of a retail store. Upon the awareness of recognizing the importance of quality customer services and effective store management in retail operations, students would be equipped further with essential but practical retail skills including inventory management, retail security and technology, customer relationship management, complaint handling and assessing customer satisfaction.

3.2 Programme Intended Learning Outcomes

- Explain the concepts and practices of customer services, store operations and management;
- Apply the relevant knowledge and skills in store operations and management with appropriate judgement and analysis; and
- Employ quality customer service skills to enhance customer relationship, satisfaction and loyalty.

3.3 Programme Structure

Module Title	Unit of Competency	QF Credit
Quality Customer Service	105076L3 105079L3 105081L4 105074L2	
Customer Relationship Management	105077L3 105074L2	
Store Operations	105131L3 105132L3	

	105135L3 105136L3 105138L3 105139L3 105146L4 105151L4	
	Total	15

3.4 Graduation Requirements

- An attendance rate of 80% or above in the programme; and
- At least 50% overall marks in the programme.

3.5 Admission Requirements

a. Local students:

- (i) Hong Kong ID card holder; AND
- (ii) Completed Secondary 6 in HK or equivalent to 12 years of progressive study; OR
Aged 21 or above upon commencement of the first semester for mature students without Secondary 6 qualification.

b. Non-local students:

- (i) Whose immigration status permits them to study in HK; AND
- (ii) Fulfil the conditions stated in a(ii) above.

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.: 16/77
File Reference: VA20/12/05 (b6)