



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

SUMMARY ACCREDITATION REPORT

YMCA College of Careers

Learning Programme Re-accreditation

Higher Diploma in Hospitality Management

June 2015

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 YMCA College of Careers (the College) [青年會專業書院] is a non-profit making school formed in 1995 and sponsored by the Chinese YMCA of Hong Kong, the mother organization with over 110 years of experience in providing multiple social services to the Hong Kong community especially young people. In the past 15 years, the College has been offering various full-time and part-time diploma programmes in Business Studies, Professional Accounting, Hotel Management, Travel & Tourism and Design and Art for secondary school graduates and other flexible short courses for a variety of population.
- 1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by YMCA College of Careers (the Operator) to conduct a Learning Programme Re-accreditation exercise to assess and determine whether the Higher Diploma in Hospitality Management continues to achieve the stated objectives and meets the Qualifications Framework (QF) standard at QF Level 4. The exit awards for the 2 streams of the programme are as follows:
 (1) Higher Diploma in Hospitality Management (Hotel and Catering); and
 (2) Higher Diploma in Hospitality Management (Travel and Tourism).
- 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. The Education Bureau's "Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure" is also a guiding document used by the Panel and the Operator in conducting this validation exercise for the Higher Diploma programme. An on-site visit took place on 15 May 2015.

2. HKCAAVQ's Accreditation Determination

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

Approval

Name of Operator(s)	YMCA College of Careers 青年會專業書院
Name of Award Granting Body	YMCA College of Careers 青年會專業書院
Title of Learning Programme	Higher Diploma in Hospitality Management 酒店款待管理高級文憑

Title of Qualification(s) (Exit Award(s))	Higher Diploma in Hospitality Management (Hotel and Catering) 酒店款待管理高級文憑(酒 店及餐飲)	Higher Diploma in Hospitality Management (Travel and Tourism) 酒店款待管理高級文憑(旅 遊業)
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	418 credits	
Mode(s) of Delivery and Programme Length	Full-time, 2 years 4180 notional learning hours (including 981 contact hours and 1440 hours for Industrial Placement)	Full-time, 2 years 4180 notional learning hours (including 936 contact hours and 1440 hours for Industrial Placement)
Intermediate Exit Award(s)	Not applicable	
Validity Period	3 years 1 September 2015 to 31 August 2018	
Number of Enrolment(s)	One enrolment per year	
Maximum Number of New Students	Maximum of 70 new students per year	Maximum of 35 new students per year
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	This programme includes Industrial Placement for 144 QF credits to be conducted in 6 months. 此課程包括實習部分，佔 144 資歷學分，為期 6 月。	

Address of Teaching/ Training Venue(s)	23 Waterloo Road, Kowloon 九龍窩打老道 23 號
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Requirements	Date of Fulfilment
1. The Operator is required to review the teaching schedules and learning activities for the modules “Introduction to Marketing”, “Hospitality Marketing Management”, “English in Workplace I” and “English in Workplace II” to ensure that the teaching schedules and learning activities reflect the learning contexts and can cater for learners of different streams. The Operator is required to submit the revised documents to the HKCAAVQ on or before 31 December 2015.	31 December 2015
2. The Operator is to revise the Industrial Placement Manual to include the grading specifications, the remedial arrangements and appeal mechanism for the Industrial Placement. The Operator is required to submit the revised Industrial Placement Manual to the HKCAAVQ on or before 31 December 2015.	31 December 2015

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

Higher Diploma in Hospitality Management (Hotel and Catering)

- Graduates will be employable in room division, food and beverage division, sales and marketing, human resources, or procurement positions in hotel, food and beverages services and broader hospitality industries;
- Graduates will be prepared as team members and to adopt supervisory positions as necessary.
- Graduates will be prepared for further academic study and will be able to make contributions to the academic discipline of hotel and catering management.
- Graduates will have appropriate skills and knowledge to become lifelong learners within their field.

Higher Diploma in Hospitality Management (Travel and Tourism)

- Graduates will be employable in customer services, tourist guide, sales and marketing, event planning, human resources, management positions in the tourism industry or broader hospitality industries.
- Graduates will be prepared as team members and to adopt supervisory positions as necessary
- Graduates will be prepared for further academic study and will be able to make contributions to the academic discipline of tourism, cruise and airline management.
- Graduates will have appropriate skills and knowledge to become lifelong learners within their field.

3.2 Programme Intended Learning Outcomes

Higher Diploma in Hospitality Management (Hotel and Catering)

Upon completion of the Programme, learners should be able to:

- Demonstrate the ability to integrate theoretical knowledge and practical skills of management, marketing, housekeeping, food and beverage, front office into practice.
- Demonstrate a solid foundation of generic skills, including languages, IT, interpersonal communication, quantitative and analytical skills for planning and investigative purposes.
- Employ knowledge and principles to explore, evaluate and purpose appropriate solution for specific problem in the hotel and catering industry.
- Demonstrate skills in performing tasks requiring some discretion and judgment and taking up supervisory roles; handling directed and self-directed activities; and recognising and identifying issues in the context of hospitality management in the hotel and catering industry.

Higher Diploma in Hospitality Management (Travel and Tourism)

Upon completion of the Programme, learners should be able to:

- Demonstrate an attitude, theoretical knowledge and practice skills at the para-professional level in travel and tourism management study, and integration of theory with practice, so as to apply these principles more widely especially in an employment context.
- Demonstrate an ability to evaluate critically the appropriateness of using different approaches solving problems in the travel and tourism management study and/or employment, and to propose appropriate solution.
- Demonstrate skills in performing tasks requiring some discretion and judgment and taking up supervisory roles; handling directed and self-directed activities, and recognizing and identifying issues in the context of hospitality management in tourism organization or business.

3.3 Programme Structure

Higher Diploma in Hospitality Management (Hotel and Catering)

Module Title	QF Credit
<i>Generic Modules</i>	
English in Workplace I	
Putonghua for Business	

Computer Applications		
Introduction to Management		
Introduction to Marketing		
Customer Relationship Management		
English in Workplace II		
Quality Management		
Financial Management		
Human Resources Management		
Hospitality Marketing Management		
<i>Specialised Modules (Hotel and Catering Stream)</i>		
Business Accounting		
Front Office Operations		
Housekeeping Operations		
Food Production and Hygiene		
Food Beverage Operations		
Revenue Management		
Procurement Management		
Professional Wine Studies		
Banqueting Management		
Professional Bar Management		
Industrial Placement		
Total		418

Higher Diploma in Hospitality Management (Travel and Tourism)

Module Title	QF Credit
<i>Generic Modules</i>	
English in Workplace I	
Putonghua for Business	
Computer Applications	
Introduction to Management	
Introduction to Marketing	
Customer Relationship Management	
English in Workplace II	
Quality Management	
Financial Management	
Human Resources Management	
Hospitality Marketing Management	
<i>Specialised Modules (Travel and Tourism)</i>	
Business Accounting	
Contemporary Hospitality and Tourism Management	
Cruise Line Operations and Management	
Destination Development and Management Studies	

Global Airlines and Aviation Industry	
e-Tourism	
Cultural, Heritage and Ecotourism	
Special Event Management and Convention Tourism	
Sustainable Tourism	
Visitor Attractions Management	
Industrial Placement (Part I)	
Industrial Placement (Part II)	
Total	418

3.4 Graduation Requirements

Higher Diploma in Hospitality Management (Hotel and Catering) and Higher Diploma in Hospitality Management (Travel and Tourism)

To meet the graduation requirement, students must:

- Obtain an overall GPA of 2.0 or above;
- Achieve a total of 418 QF credits required by the programme and satisfy all other stipulated programme requirements;
- Achieve at least 80% attendance in each module.

3.5 Admission Requirements

Higher Diploma in Hospitality Management (Hotel and Catering) and Higher Diploma in Hospitality Management (Travel and Tourism)

For Year 1 entry, the candidates should meet one of the following requirements:

1. Hong Kong Diploma of Secondary Education Examination (HKDSE)
 - a) Obtain "Level 2" or above in any FIVE Core Subjects / Elective Subjects (including Chinese Language and English Language); and
 - b) Pass the admission interview
2. Equivalent Qualification(s)
 - a) Pass in 1 AL or 2 AS-Level Subjects in Hong Kong Advanced Level Examination (HKALE), including Use of English, plus 3 passes in Hong Kong Certificate of Education Examination (HKCEE) and Level 2 / Grade or above in Chinese and English or equivalent; or
 - b) Obtain relevant Qualifications Framework Level 3 (QF Level 3) qualification from Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); or
 - c) Satisfactory completion of Diploma in Hospitality Studies or Diploma in Hotel Management offered by YMCA College of Careers; or
 - d) Satisfactory completion of pre-Associate Degree / YiJin Diploma or an equivalent programme; or
 - e) Aged 21 or above will be considered on an individual basis; and
 - f) Pass the admission interview

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 the HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by the 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.

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