



Certificate / Advanced Diploma in
HOSPITALITY MANAGEMENT

The University of Hong Kong
School of Professional and Continuing Education
College of Business & Finance

<http://hkuspace.hku.hk/cbf>

CONTENTS

		Page	
Introduction		1	
Rationale		2	
Certificate in Hospitality Management		Advanced Diploma in Hospitality Management	
Aims and Objectives	2	Aims and Objectives	5
Award	2	Award	5
Programme Structure	2	Programme Structure	5
Entry Requirements	2	Entry Requirements	6
Assessments	3	Assessments	6
Teaching Mode	3	Teaching Mode	6
Course Fees	3	Course Fees	6
Course Outlines	4	Course Outlines	7
Programme Team and Contact Details		9	
Programme Summary Schedule		9	
Application Procedures		10	
General Information		11	

The University of Hong Kong School of Professional and Continuing Education (HKU SPACE)

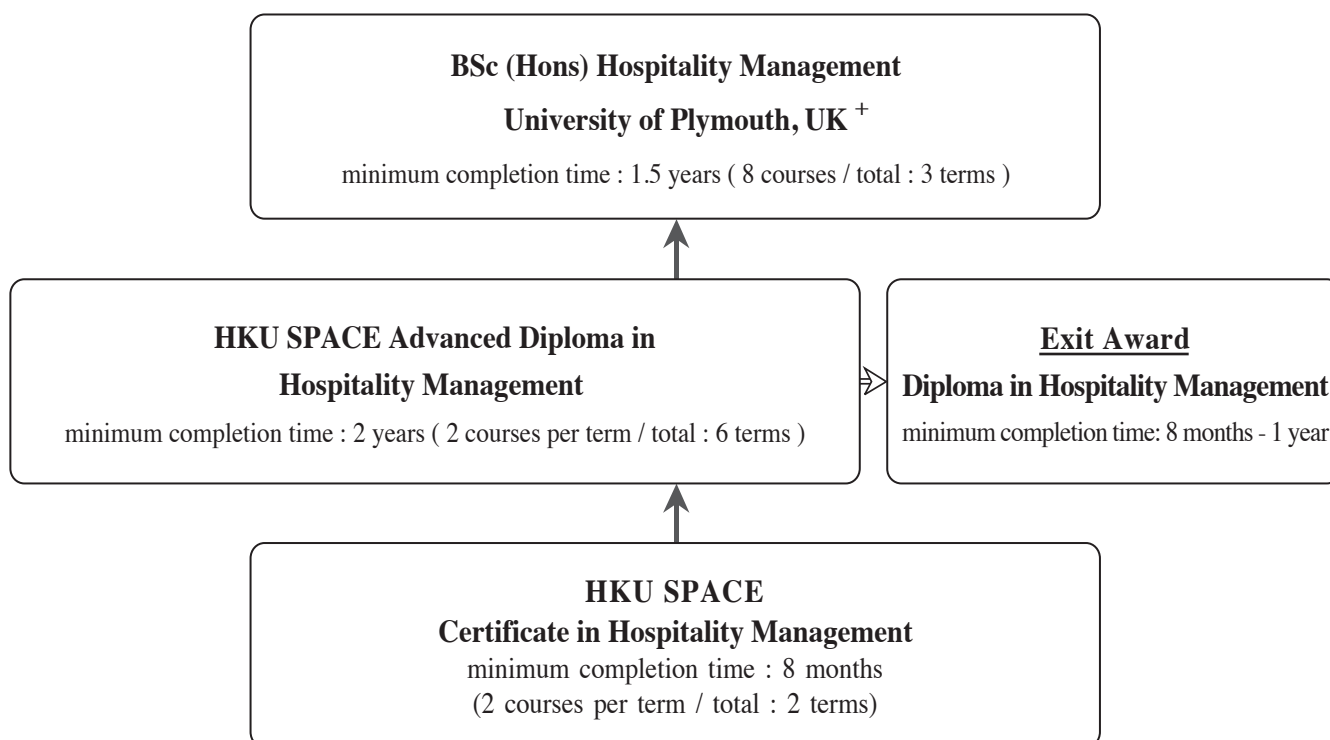


The School of Professional and Continuing Education (HKU SPACE) is the Extension Arm of the University of Hong Kong. The Mission is to provide learning opportunities for working adults for personal, professional and career development. The school now offers over 1,300 programmes and courses each year and is the largest tertiary institution of continuing education in the region. It has over 900 full-time staff members, supported by about 2,000 experienced part-time teachers. Since its establishment in 1956, more than two millions people have enrolled on HKU SPACE courses.

Programmes in Hospitality Management

Introduction

It is intended through this series of programmes that HKU SPACE will offer a pathway for further studies in both hotel and hospitality management.



+ This programme is subject to approval. The School intends to apply for exemption under the Non-local Higher and Professional Education (Regulations) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

Rationale

We strongly believe in the importance of progression routes. Its multi-layered, multi-channeled design fulfills our mission of open access for people of all backgrounds. The Certificate and Advanced Diploma levels allow students to gain a qualification with shorter duration and at lower financial costs, allowing them to pick up studies at a later date and work towards a Bachelor's degree. Students have more flexibility when they plan for the future. It is an off the rack product which can, at the same time, be utilized to suit each student's abilities. It is with this high-quality series design in mind that we assembled the present programmes. The curriculum of these programmes has been planned and fits well together.

Certificate in Hospitality Management

Aims and Objectives

The Certificate programme aims to produce graduates who:

- have a general introduction to international hotel and hospitality management;
- have a basic foundation and understanding of the hospitality industry;
- have basic theoretical competence necessary for entry employment within the hospitality industry;
- can further their studies in hospitality management; and
- possess the knowledge, skills and professional attitude needed to take on challenging responsibilities in the hospitality and related industries.

Award

Students will be awarded a Certificate in Hospitality Management issued through the HKU system. To qualify for this award, a student must meet the following for each of the modules:

- (i) satisfactorily complete the prescribed course work (including the mid-term test); AND
- (ii) pass the examination

Students may have the option to take the challenge exam for the American Hotel and Lodging Association for professional certification in addition to the HKU SPACE Award.

Programme Structure

This is a part-time programme covering four modules. Students may complete this programme in a minimum of 8 months.

Students are expected to complete their studies within 16 months. Extension of studies beyond this period will be subject to approval by the Programme Director.

Term 1

Managing Front Office Operations
Supervision in the Hospitality Industry

Term 2

International Hotel Management
Managing Housekeeping Operations

Entry Requirements

Applicants shall :

1. have five passes at HKCEE level or equivalent, of which one should be English; Or
2. have completed NSS2 level with a pass in English Or
3. be mature age applicants (over 21 years) who do not fulfil the academic requirement but can demonstrate relevant experience. Such applicants may be considered for selection, will require a pass in English at HKCEE or HKDSE or equivalent and may be required to attend an interview.

Assessments

Tests and examinations will be conducted in English. HKU SPACE will be setting the examination papers. Upon successful completion of the prescribed course work and examinations and attaining satisfactory attendance at lectures, students will be awarded a HKU SPACE Certificate in Hospitality Management.

Assessment for each of the four modules will be based on a combination of course work (including assignments and tests) and the final examination.

The percentage distribution of marks of each of the four modules is as follows:

Homework exercise (or class participation)	10%
One assignment or project	30%
Test	20%
Examination	40%

Teaching Mode

All modules will be taught in English supplemented by Cantonese, if necessary. Lecture notes and teaching materials will be in English.

Classes will be conducted mainly on weekday evenings. If necessary, classes may also be scheduled on Saturdays, Sundays and public holidays. Assessment and examinations will be conducted in English only.

Each of the four modules will be taught in 8 three-hour teaching sessions plus 1 session for test and review. The four modules will be taught over two terms. There are three terms per year, March to June, July to October and October to February.

Course Fees

The programme is designed on a modular basis, accepting three intakes of students per year in March, July and October. All fees paid are NOT refundable, unless a course is over-subscribed or cancelled. Please note that the fees quoted below apply only to Term 1 modules studied in the following intakes. These fees may be subject to revisions even after a student has submitted an application. Fees for the following terms will be advised closer to the time when you enrol on these modules.

Course Fees:	HK\$3,200 per module
Textbook Fees:	To be advised

Please note that the above fees may be subject to revision even after you have been admitted as a student on this programme.

Separate fees will be payable for re-sitting the examination, re-submitting course work and repeating the studies for each course of study. Fees paid are NOT refundable unless a course is over-subscribed or cancelled.

The Certificate in Hospitality Management (CEF Course Code: 26C00272-4) has been included in the list of reimbursable courses for the HK\$5 billion Continuing Education Fund. Eligible applicants will be reimbursed 80% of their fees, subject to maximum sum of \$10,000, on successful completion of a course on the reimbursable course list or module(s) forming part of the course.

Course Outlines

C02 International Hotel Management

The aim of the module is to introduce students to the study of hospitality as an emerging discipline worthy of rigorous study as well as to orientate students to the hospitality industry and the issues that confront it. This will include introducing students to the depth and scope of hospitality as a concept that permeates society, with emphasis upon developing a sensitivity and understanding of the derivatives and contemporary manifestations of the hospitality industry and management therein.

C03 Managing Front Office Operations

The aim of the module is to identify, develop and explore the main issues associated with the management of front office in the hospitality industry. The objectives of the module are to introduce the management of front office in hospitality operations; explore front office management planning, organization and control affecting supply of, demand for and income generation associated with hospitality front office; the provision of customer service; the maintenance and utilization of assets; and examine ways by which successful operational management performance can be achieved.

C05 Managing Housekeeping Operations

This module identifies, explores and addresses the main issues that confront today's housekeeping executives to stay on top of day-to-day demands. The course content is loaded with ideas that will save time and money in every aspect of housekeeping management. It offers case studies and proven tips from housekeeping professionals, serving as a valuable technical guide with step-by-step cleaning procedures. The module explains how to recruit, hire, orient, train, schedule, motivate, and discipline employees; plan and control inventories, expenses, and security; effectively oversee an on-premises laundry; ensure quality in cleaning every area of the hotel; properly handle chemicals and comply with OSHA standards - includes a sample comprehensive Hazard Communication Plan.

C06 Supervision in the Hospitality Industry

The module aims to provide an overview of the context and practices of supervision in the hospitality and tourism industry. The objective of the module is to develop a perspective of hospitality supervision at unit and corporate levels, with particular emphasis on developments in the international context. The class will enable students to identify significant aspects of the external environment and their impact upon hospitality and tourism organizations; interpret major external environmental changes and identify their impact on hospitality and tourism organizations; evaluate and interpret the internal organizational environment in the context of external considerations; analyze the competitive situation of organizations and identify strategic options open to them; critically examine the objectives and methods of supervision.

Advanced Diploma in Hospitality Management

Aims and Objectives

This is a two year, part-time programme leading to a top-up bachelor's degree offered in association with an overseas partner university - The University of Plymouth. The Master award is also being offered for the bachelor graduates.

The programme objectives are to produce graduates who:

- are broadly informed about all aspects of the nature and operation of the international hospitality industry and its inter-relationship with the broader social, cultural and economic context;
- display originality and inventiveness, and who are capable of independent and entrepreneurial thinking;
- have acquired an in-depth knowledge and understanding of the theoretical and technical aspects of management of a variety of hospitality industry business operations;
- have cross-cultural skills and knowledge in different cultural environments; and
- are Total Quality Management (TQM) and Quality Assurance trained.

Award

Students will be awarded an Advanced Diploma in Hospitality Management issued through the HKU system. To qualify for this award, a student must meet the followings for each of the modules:

- (i) satisfactorily complete the prescribed course work;
- (ii) pass the examinations;
- (iii) attain satisfactory attendance at lectures; and
- (iv) complete competencies for 60 hours of Food and Beverage Practical or Approved Prior Learning.

Programme Structure

This is a part-time programme covering twelve modules with face-to-face lectures. This programme may be finished in a minimum of 4-6 terms, if students undertake 2-3 modules per term. Order of modules may be subject to change.

Students are expected to complete the whole programme within three years. Extension of studies beyond this period will be subject to approval by the Programme Director.

Term 1

Introduction to Tourism
IT in Hospitality and Tourism Operations

Term 2

Introduction to Accounting
Communication Skills (English) – Level 2

Term 3

Management Issues in the Hospitality Industry
Marketing for the Hospitality and Tourism Industry

Term 4

Hotel and Resort Management
Communication Skills (English/Putonghua) – Level 3

Term 5

Tourism Behaviour
Introduction to Food and Beverage Operations

Term 6

Facilities Management
Food and Beverage Administration

(*order of modules offered may be subject to change)

Entry Requirements

Applicants shall :

1. have one pass at HK Advanced Level and five passes at HKCEE Level, of which one should normally be English, or equivalent; Or
2. have four passes at the HKDSE Level, of which one should normally be English; Or
3. have the HKU SPACE Certificate in Travel and Tourism Management, or equivalent; Or
4. be mature age applicants (over 21 years) who do not fulfill the academic requirement but who can demonstrate relevant experience of a minimum of three years in the hospitality and tourism industry. Such applicants may be considered, will require a pass in English at HKCEE or HKDSE or equivalent and may be required to attend an interview.

Assessment

Assessment for each of the twelve modules will be based on a combination of course work (including assignments, projects and tests) and the final examination. Performance in the examination and course work (inclusive of the mid-term test) respectively count for 40% and 60% of the final grade.

The percentage distribution of marks of each of the 12 modules is as follows:

Homework exercise (or class participation)	10%	Mid-term Test	20%
One Assignment or Project	30%	Examination	40%

Teaching Mode

All modules will be taught in English supplemented by Cantonese, if necessary. Lecture notes and teaching materials will be in English except for the Putonghua module.

Classes will be conducted mainly on weekday evenings. If necessary, classes may also be scheduled on Saturdays, Sundays and public holidays. Assessment and examinations will be conducted in English only except for the Putonghua module.

The programme consists of twelve compulsory modules. Each module will be made up of 10 three-hour lectures, one test review session and one three-hour examination. Over the whole programme, students will receive 432 hours of face-to-face teaching.

Learning in Food and Beverage Practicals of at least 60 hours in the Advanced Diploma Programme must be demonstrated. Competencies must be achieved and a Journal of Approved Prior Learning will be required. The practicals are unpaid and it is the responsibility of the student to find the placement.

The 60 hours must be completed in order to graduate from the programme.

Course Fees

The programme is designed on a modular basis, accepting three intakes of students per year in March, July and October. All fees paid are **NOT** refundable, unless a course is over-subscribed or cancelled. Please note that the fees quoted below apply only to Term 1 modules studied in the following intakes. These fees may be subject to revisions even after a student has submitted an application, or after you have been admitted as a student on this programme. Fees for the following terms will be advised nearer the time when you enrol on these modules.

Course Fees: HK\$3,780 per module

Separate fees will be payable for re-sitting the examination, re-submitting course work and repeating the studies for each course of study.

The Advanced Diploma in Hospitality Management (CEF Course Code: 26L00274-3) has been included in the list of reimbursable courses for the HK\$5 billion Continuing Education Fund. Eligible applicants will be reimbursed 80% of their fees, subject to maximum sum of \$10,000, on successful completion of a course on the reimbursable course list or module(s) forming part of the course.

Course Outlines

D01 Introduction to Tourism

The module is designed to provide an introduction to the concepts and scope of tourism as an activity and develop in students an understanding of the structure, organization and interdependence of the various sectors of the tourism industry. It introduces students to key concepts, principles, practices and issues in tourism and the links with related areas of leisure, travel, recreation and hospitality.

D02 Introduction to Accounting

The aim of the module is to provide a firm foundation in financial matters for the non-specialist students. Students need a thorough introduction to the financial aspects of business, enabling them to understand financial statements produced to facilitate judgments and decision-making. The objectives are to help students in developing a general understanding of financial reports and analysis that students will find useful in their personal affairs regardless of their fields of specialization; to introduce students to managerial decision processes and the use of accounting information; and to provide a foundation for subsequent courses in business and finance.

D03 IT in Hospitality and Tourism Operations

The aim of the module is to give students a competence in the use of core information processing applications which are used in the hospitality and tourism industries. Also students will be introduced to the range of tools and techniques used to assist the decision support making process. Students completing this class will understand the use of information in the hospitality and tourism industries and be familiar with the variety of software applications used in the trade.

D04 Communication Skills (English) – Level 2

Knowing how to communicate in English is an indispensable skill in the hospitality and tourism sector. This module, English Communication Skills for hospitality and tourism, is aimed at improving the English skills of students who are working, or planning to work, in the tourism and hospitality industry. The modules in the programme range from Level 2 to Level 3, and are designed to develop students' communicative skills as well as their use of grammar and specialist vocabulary. The objectives of this module are to improve students' listening and speaking skills, develop the vocabulary students need to communicate effectively in hospitality and tourism-related matters, and help students express ideas clearly and accurately.

D05 Tourism Behaviour

This module provides an exploration of the key behavioural factors that influence tourism choices, experiences and satisfactions and the impact they have on tourism planning, to provide an introduction to the interdisciplinary basis of consumer behaviour and to locate tourism as a subset within it, to appraise the major methods of assessing tourism demand at both the macro and micro levels; to foster the student's understanding of the major socio-psychological theories that affect tourism choice and experience, including those pertaining to attitudes, cognitive dissonance, perception, personality, learning and motivation, to develop the students' understanding of the social and cultural dimensions of tourism behaviour including the impacts of culture, class, family and reference groups; to provide the student with some insight into the holiday experience in terms of preparation rituals, activity ideologies and structures, and post-experience reflection; to sketch the relationships between tourism and the broader field of contemporary leisure theories, including an account of post-industrial and post-modernist formulations of contemporary society.

D06 Marketing for the Hospitality and Tourism Industry

This module provides an operational introduction to the essential elements of marketing tourism products. It aims to give students an opportunity to extend their understanding of marketing in the tourism context through an examination of the basic process of and main issues in tourism marketing. To trace the broad development of the marketing concepts in service and tourism marketing, to introduce the major elements in marketing and their application to tourism products including: market segmentation, targeting and positioning, the marketing mix, and marketing planning and control, to illustrate how marketing principles can be applied to the wide variety of products which make up tourism, including tourist attractions, hotels, transport carriers, and the destination, and to familiarize the students with the major methods of managing the total marketing effort through the planning, implementation and evaluation of integrated marketing programmes.

D08 Communication Skills (English) – Level 3

The aim of the module is to develop the students' knowledge relating business English communication. The module seeks to develop the students' command of spoken and written business English communication. This course aims at providing participants with a grounding in job related language skills with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

D09 Management Issues in the Hospitality Industry

The aim of the module is to provide students with an understanding of the management process which forms a foundation upon which management skills can be built. Students can gain a great deal of insight into the way managers behave and the working of organizations. The objectives of the module are to introduce concepts, tools and theories of management and to apply them in the changing business environment; develop a conceptual framework that supports learning and stimulates reflective thinking and critical analysis of various management theories and practices.

D10 Introduction to Food and Beverage Operations

The aim of the module is to develop students' knowledge of kitchen and restaurant operation and the culinary repertoire. The objectives of the module are to equip students with the operational knowledge of how food is prepared, produced and presented in terms of both classical and contemporary approaches to French cuisines; emphasizing the purchasing and production cost cycle and the culinary repertory; instill confidence in students of management techniques of planning, operation, control and customer care; equip students with the competency to discriminate between processes and recognized degree and quality of production; and assist awareness of contemporary operational and management procedures connected with health, hygiene and safety.

D11 Facilities Management

The aim of the module is to identify, develop and explore the main issues associated with the management of accommodation in the hospitality industry. The objectives of the module are to introduce the management of facilities and associated products in hospitality operations; explore management planning, organization and control affecting the supply of, demand for and income generation associated with hospitality accommodation; the provision of customer service; the maintenance and utilization of assets; and examine ways by which successful operational management performance can be achieved.

D12 Food and Beverage Administration

The aim of the module is to develop the students' knowledge relating to the management of food, beverages and other related products in hotel and catering situations. The objectives of the module are: to establish fundamental principles of production as an aid to planning; instill the concept of control as a management tool; create an awareness of 'quality' as a management essential; and develop technical skills of operating and interpreting control systems.

D13 Communication Skills (Putonghua) – Level 3

The aim of the module is to develop the students' knowledge relating to business Putonghua communication. The module develops the students' command of spoken business Putonghua in the hospitality and tourism context, as well as written Chinese communication. It aims at providing participants with a competency in job-related Putonghua with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

D14 Hotel and Resort Management

This module focuses on both hotels and resorts. It examines the planning as well as management principles for hotels and resorts. Time is spent in exploring the multi-facets for hotels as accommodation providers, including both the branding and marketing, back of the house and heart of the house development. With the trend of integrated resorts, it also focuses on the unique characteristics of organizing a successful resort.

Programme Team and Contact Details

Programme Director	:	Ms. Solange Leung BSocSc HK, HKU; MSc Surrey; CHE
Executive Assistant	:	Miss Veronica Fung
Address	:	Hospitality Management Programmes College of Business and Finance HKU SPACE 34/F, United Centre 95 Queensway, Hong Kong
Tel	:	2867 8329
Fax	:	2861 0278
e-mail	:	veronica.fung@hkuspace.hku.hk
Website	:	http://hkuspace.hku.hk/cbf

Programme Summary Schedule (Tentative)

Certificate & Advanced Diploma in Hospitality Management

	<u>October Term</u>		<u>March Term</u>		<u>July Term</u>	
Application Closing Date:	Early Sep		Early Jan		Early May	
Start Date:	End Oct		End Feb		End June	
No. of Teaching Weeks:	9 (Cert.)	11 (A. Dip.)	9 (Cert.)	11 (A. Dip.)	9 (Cert.)	11 (A. Dip.)
Examination Period:	around 2 weeks after the last teaching week					

Application Procedures

- All application forms must be completed and attached with the original and one set of photocopy of all relevant academic and/or professional qualifications, and submit in person at any of the following offices:
 - (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
Telephone: 3761 1111 Fax: 2559 4666
 - (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong, Pokfulam Road, Hong Kong
Weekdays: 8:30 a.m. to 6:00 p.m., Saturdays: Closed
Telephone: 2975 5680 Fax: 2546 3538
 - (iii) HKU SPACE Fortress Tower Learning Centre
14/F., Fortress Tower, 250 King's Road, North Point, Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: Closed
Telephone: 3762 0888 Fax: 2508 9349
 - (iv) HKU SPACE Island East Campus
2/F., 494 King's Road, North Point, Hong Kong (Exit B3, North Point MTR Station)
Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
Telephone: 3762 0000 Fax: 2214 9493
 - (v) HKU SPACE Kowloon East Campus
1/F., 28, Wang Hoi Road, Kowloon Bay (Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
Telephone: 3762 2222 Fax: 2305 5070
 - (vi) HKU SPACE Kowloon West Campus
G/F., 38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 a.m. to 7:30 p.m., Saturdays: 8:30 a.m. to 5:30 p.m.
Telephone: 3762 4000 Fax: 2302 1609
 - (vii) HKU SPACE Po Leung Kuk Community College (HPCC) Campus
1/F., HPCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong
Weekdays: 9:00 a.m. to 5:30 p.m., Saturdays: Closed
Telephone: 3923 7171 Fax: 3923 7188
- All applications must be accompanied by:
 - (i) Certified true copies of full educational certificates and transcripts;
 - (ii) Testimonials or other documentary proof of the applicant's working experience;
 - (iii) A non-refundable crossed cheque for HK\$150 payable to 'HKU SPACE' as the application processing fee.
 - (iv) A refundable crossed cheque for Certificate in Hospitality Management for HK\$3,200 payable to 'HKU SPACE' for each module (textbook fee will be advised separately). The total amount for two modules is HK\$6,400. This is refundable if the application is not successful.
 - (v) A refundable crossed cheque for Advanced Diploma in Hospitality Management for HK\$3,780 payable to 'HKU SPACE' for each module. The total amount for two modules is HK\$7,560. This is refundable if the application is not successful. Students may take 2-3 modules per term.
 - (vi) Applicants also need to supply academic references to support their application for entry to a place on the third year Bachelor of Arts in Hotel & Hospitality Management degree.
 - (vii) These 2 programmes have been approved for the Government CEF entitlement. You can find more details on this by visiting our HKU SPACE website <http://www.hku.hk/space> or the CEF website <http://www.info.gov.hk/sfaa/cef>

Note: When submitting your application in person at any of the HKU SPACE offices, please bring along the originals of your educational certificates / transcripts and documentary proof of working experience for certification.

Late applications may only be considered at the discretion of the Programme Director.

General Information

- (1) Classes may also be held on public holidays.
- (2) Typhoon and Black Rainstorm:

For classes & examinations that have not yet started:

If Typhoon Signal No 8 or Black Rainstorm Warning is in force after the following times, classes will be cancelled as indicated:

6:00am	Morning classes/examinations that start before 2:00pm
11:00am	Afternoon classes/examinations that start between 2:00pm & 6:00pm
3:00pm	Evening classes/examinations starting from 6:00pm

For classes & examinations that have already started:

When Typhoon Signal No 8 or above is hoisted, all classes should be immediately suspended but all examinations should continue until the end of that examination session unless the examination venue is found to be of potential risk to candidates. When the Black Rainstorm Signal is in force, all classes and examinations should continue but all outdoor activities should be suspended.

- (3) Unless a course is over-subscribed or cancelled, the following fees are not refundable: course fees, fees for re-sitting examinations, re-submitting course work, repeating studies and applications for exemptions.
- (4) Fees and places allocated on courses are not transferable. Fees quoted in this brochure apply only to the sessions of studies specified within the brochure and may be subject to revisions even after admission onto this programme.
- (5) The School reserves the right to change the time and place of course meetings and to change the course tutor should this be necessary.
- (6) The Director of HKU SPACE may exclude a student from class if his behaviour disturbs the class or if he does not follow instructions in class or as laid down by HKU SPACE. Eating, drinking and smoking are not allowed in class and within the School Centres. The Director of HKU SPACE has authority for School disciplinary policies on examination matters.
- (7) While every effort is taken to ensure accuracy, please note that the information contained in this brochure may be subject to changes without notice.
- (8) The Director of HKU SPACE may at his discretion refuse to admit an applicant.

There will be staff checking the attendance against receipts. Students who cannot produce the original course fee receipt will not be allowed to enter the lecture room.



HKU SPACE College of Business & Finance

34/F United Centre, 95 Queensway, Admiralty, Hong Kong