

Professional Diploma in Hospitality Management 款待業管理專業文憑課程



THE PROGRAMME

INTRODUCTION

The programme is to provide practical knowledge and skills to the practicing executives and managers in Hong Kong's booming hospitality sector. In order to stay competitive, there is an urgent need for organizations and people in the sector to broaden their perspective and strengthen the effectiveness of service management. It covers various key functions such as HRM, events management, service management, catering and finance in hospitality industry.

OBJECTIVES

Upon completion of the programme, participants should be able to:

- Increase the breadth of vision related to hospitality service management.
- Master modern management skills with the ability to apply them on jobs.
- Demonstrate an understanding of the various positions in hospitality industry.
- Demonstrate the ability to apply knowledge in service delivery system, service design, service quality, service marketing, and service information system.

DESIGNED FOR

- Staff in hotel, catering, airline, travel agents and other related service providing companies
- Personnel who has relevant experience but without the academic studies.
- Any interested person in the servicing industry who wish to advance their studies.
- People who wish to join the hospitality industry

STRUCTURE

The programme comprises seven modules, one of which is a management report. Each module consists of 10 sessions with a total of 30 contact hours, except for the management Report. The management report serves to consolidate learning and apply knowledge to practical use. All parts of the course must be completed in sequence. The whole Diploma Programme constitutes 210-hours of post-experience diploma-level work, completed in one year.

PROGRAMME STRUCTURE



* A write-up on hospitality/servicing aspect relating to the student's career, guided by a Report Supervisor.

ADMISSION REQUIREMENTS

Applicants should fulfil the following requirements:

1. be secondary school graduates;
2. possess 2 or more years of working experience;
3. have a reasonable command of written English

LANGUAGE MEDIUM

Cantonese (supplemented with English)
Course materials, mid-term assessments and final examinations will be in English.

YOUR ADVANCEMENT PATH

PDHM graduates are eligible to apply for the following programmes:

Master Degrees

- **MBA** Reg. 210545 **(15 months)**
Via Graduate Diploma of Management Reg. 211318 **(15 months)**
Macquarie Graduate School of Management, Australia
- **MBA** Reg. 252455 **(18 months, Chinese / English class)**
Glyndŵr University, UK

Bachelor Degrees

- **BA (Hons) (Global Business & Logistics Management / Human Resource Management / Marketing Management / International Business)** Reg. 251920 / 251921 / 251922 / 251923 **(1 year)**
University of Huddersfield, UK
- **BA (Hons) (Business Reg. 252451 / Accounting and Finance Reg. 252452) (3 years, Chinese / English class)**
Glyndwr University, UK
- **BA (Hons) Business Studies (Business Studies / Events Management / Finance / Human Resource Management / Logistics / Marketing / Public Relations / Tourism)** Reg. 252020 **(1 year)**
University of Greenwich, UK

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

FEE (each module) - payable by 4 instalments

Each Module: HK\$2,980 (First Instalment: HK\$745)

Application Fee: HK\$200

CONCESSION FOR SENIOR CITIZENS



To provide a lifelong learning incentive for senior citizens, a 20% discount off the regular fee of this programme is now offered for senior participants aged 60 or above.

Applicants are required to provide documentary evidence during enrolment as proof of their eligibility.

EXEMPTION

Applicants can apply for exemptions for up to 2 modules of the programme. For details, please contact the Customer Service Department on 2774 8500. The application form for exemption can be downloaded from our website (www.hkma.org.hk/pd/pdhm).

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: HKMA

CEF Institution Code: 300

CEF Course Code: 26F01755-2

CEF Course Title: Professional Diploma in Hospitality Management

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

HM1. Introduction to HRM in Hospitality Industry

Aims

- To identify trends and challenges that will have impacts on hospitality.
- To discuss present and future hospitality skill requirements.
- To understand numerous career opportunities in hospitality.

Contents

- | | |
|--|---|
| 1. A Historical Perspective
A brief overview of the hospitality industry, evolution of hospitality. | 8. Training
Principles of learning; effective system of training. |
| 2. Understanding Tourism
Outlines the scope of tourism and increase of tourism, various travel modes, and key organizations. | 9. Organization Change and Development
Change management; corporate culture. |
| 3. Development and Classification of Hotel
Illustrates various forms of hotels and leisure travel markets. | 10. Performance Appraisal
Uses and process; performance interview. |
| 4. Hotel and Rooms Division Operation
Details of the rooms division department functions; duties and responsibilities of executives and department heads. | 11. Safety and Health
Health and wellness program; stress management. |
| 5. Overview of Functions of HR
Human resources planning; HR requirement; job description and job specification. | 12. Management Service and Professionalism
Culture, mission, and objectives. Key management functions, service, total quality management, and professionalism. |
| 6. Recruitment and Selection
Recruitment methods; selection interview. | |
| 7. Compensation and Benefits
Financial and non-financial compensation; job pricing and determinants; incentive scheme. | |

HM2. Events Management

Aims

- To acquire knowledge of event management in meetings, conventions and exhibitions.
- To develop the ability to execute a plan for event, function and meeting.

Contents

- | | |
|--|--|
| 1. Evolution of Meetings Industry
History and evolution of the meetings industry; meeting management as a profession. | 8. Liabilities and Insurance
Awareness of legal liabilities; insurance protection and "reasonable care". |
| 2. Exhibits and Trade Shows
Different types of trade shows; methods of insuring good traffic flow of exhibit areas. | 9. Taxes
Various taxes on the meeting industry; income tax deductions and selection of "foreign sites" or cruise ships. |
| 3. Events Organizer
Differences between corporations and associations and their meetings; evaluation of meetings. | 10. Financial Impact of Meetings
Impact of meetings on corporations and associations; impact of meetings on suppliers; and on the communities . |
| 4. Timing of Events
Importance of timing, impact of "when" of meetings. | 11. Ethics in the Meeting World
Unethical behaviour in meeting industry; importance of ethical behaviour for planners and suppliers. |
| 5. Meeting Place
Geographic reasons for determining place of meetings; various hotel properties, criteria to be considered. | 12. Minutiae of Meeting
Importance of badges and registration kits; various kinds of audio/visual equipment; seating plan and use of "progress calendar". |
| 6. Suppliers of the Meeting Industry
Identification of suppliers for the theme parties. | |
| 7. Budget and the Meeting Plan
Cost control of a meeting; budgeting process; a comprehensive meeting plan. | |

HM3. Practices of Management

Aims

- To identify the role of management in a fast growing hospitality environment.
- To understand the importance of motivation and leading functions.
- To solve the problems when practising management in real-life situations.

Contents

- | | |
|--|--|
| 1. The Executive's Role
Define the nature of management, and role of executives. | 5. Leading Function
Theories in motivation; application of motivation in organizations; leadership styles; new role of leadership in networking organization. |
| 2. Business Environment
Examine performance of an executive in a fast changing environment; implications of globalisation to Hong Kong. | 6. Control the Performance
Importance of control; various types of control; quality and performance assessments. |
| 3. Planning and Decision Making
Role and method of strategic planning; programme and operational planning; decision making in business. | |
| 4. Division of Labour
Organization structure and design; principles of departmentalisation; forms of organization structure; organization structure in the information era. | |

HM4. Service Management for Hospitality Industry

Aims

- To develop quality service skills and to apply them in business context.
- To learn the tools for addressing the unique challenges of service management.
- To learn how inter-functional coordination is necessary to deliver quality service.

Contents

- | | |
|---|---|
| 1. Introduction to Service Management
Nature of services; the challenge of services; service classification. | 8. Employees' Roles in Service Delivery |
| 2. Designing and Delivery of Quality Service | 9. Customer's Roles in Service Delivery |
| 3. How Customers Evaluate Service Quality - Customer Expectations | 10. Managing Service Promises |
| 4. Understanding Customer Expectations through Marketing Research | 11. Service Communication Problems: Compliant Handling, Service Guarantees and Recovery |
| 5. Building Customer Relationship | 12. Monitoring Service Operations and Systems |
| 6. Building a Service Blueprint: Customer-Defined Service Standard | 13. New Tools for Achieving Service Quality |
| 7. Service Delivery and Performance | 14. Statistical Process Control: Flow Chart, Control Chart, Fishbone Analysis and Pareto Analysis |

COMPLETION OF A MODULE AND AWARD OF DIPLOMA

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the student is required to achieve a pass grade in the report.

Completion of the Professional Diploma in Hospitality Management Programme

Completion of the PDHM Programme requires a student after initial registration to pass the continuous assessments and final written examinations of all seven modules in three consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Hospitality Management.

Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination in the following term by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time for participants to complete the whole programme is 2 years.

HM5. Catering Management

Aims

- To explain the operational system of food and beverage operations.
- To identify consumer needs of food service.
- To provide customer care in a restaurant environment.

Contents

1. Introduction to F&B System
Different food service outlets and characteristics
2. Introduction to Restaurant Operation
Restaurant industry in Hong Kong. Styles of restaurant operation. Importance of customer care.
3. Restaurant Environment
Food service personnel. Dress hygiene and behaviour
4. Control Mechanism In F&B
Manual and electronic control system. Checking and billing procedures.
5. Restaurant Environment
Food and beverage service areas and equipment. The enjoyable meal experience.
6. Product Knowledge: Food
Menu structure, balance, composition, types, and accompaniments. Wine and drinks list.
7. Product Knowledge: Beverage
Beverage product knowledge - Alcoholic and non alcoholic. Beverage equipment. Licensing laws in HK.
8. Restaurant Operation and Food Service (1)
Planning for F&B service. Preparation procedures for F&B service area. Service sequence. End of service procedures. Service standards.
9. Restaurant Operation and Food Service (2)
Different levels of service to various sectors of the food industry.
10. Beverage Service
Bar layout and operations. Beverage service procedures. Tasting wine. Wine and food. Beverage service skills.

HM6. Hospitality Finance

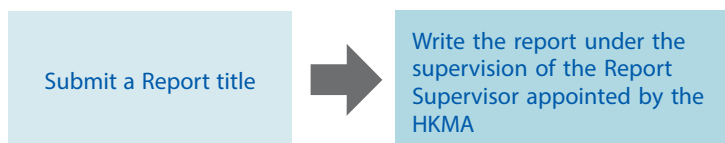
Aims

- To understand concepts of financial accounting.
- To understand concepts in costing and its applications to business.
- To apply financial information in planning and control.

Contents

1. Basic Concepts in Accounting
Accounting as an information system. Overview of the balance sheet. The accounting process. Overview of cash flow.
2. Financial Statement Analysis
Objectives of financial statement analysis. Use of ratio analysis. Analysis of profitability. Liquidity and risk of business firm. Capital structure of enterprise.
3. Costs and Contribution Analysis
Cost concepts and cost behaviour. Application of cost-volume-profit analysis. Contribution analysis.
4. Capital Investment Appraisal
Concept of present value. Different appraisal methods: payback, accounting rate of return, net present value, and internal rate of return.
5. Risk Analysis
Valuing projects under certainty. Portfolio building. Project investment under risk. Risk management. Project choice in practice.
6. Capital Market and Financial Management
The structure of capital market. Capital market efficiency. Analysis of different financial methods. Balance-sheet management. Merger and growth of business.

HM7. Management Report



Writing the report enables students to demonstrate their knowledge and skills in various hospitality management functions while handling daily problems. They may write the report based on real-life situations or ideal systematic plans to be implemented after studying the six modules.

Course contents may be subject to change without prior notice.

ENQUIRIES

To make enquiries, please call 2774 8501/2774 8500 (Customer Service Department) during normal office hours. For course details, please contact Mr Terry Poon on 2774 8544 or Mr Ronnie Chan on 2774 8526.

Fax: 2365 1000 Website: www.hkma.org.hk/pd/pdhtm