Gateway
to a meaningful and exciting career
in the rapidly expanding hospitality business

BA (Hons) Hospitality Management (Top up)

Programme Features:
- One-year full-time top-up Honours degree programme for holders of Higher Diploma or Associate Degree.
- Substantial face-to-face lectures delivered by UK University academics and local subject specialists.
- Supported by intensive tutorials by local staff and web-based learning materials.
- Access to electronic library resources of the University.
- Government loans under the non-means tested scheme.
- Reimbursable course under the CEF scheme.

2010/11

Jointly offered in Hong Kong by

[University of Huddersfield]

and

[Caritas Bianchi College of Careers]
Introduction

The BA (Hons) Hospitality Management course is a specially designed one year full-time ‘top up’ degree programme from the University of Huddersfield, UK. It is now available in Hong Kong in collaboration with Caritas Bianchi College of Careers (CBCC).

The Honours degree course offered in Hong Kong is identical in content and in academic standing to that offered to students who choose to take it as full-time students based at the University in the UK. It is delivered by Huddersfield and local academic staff, with local tutor support, and is designed to take into account Hong Kong’s business environment and the enormous opportunities for graduates in the many branches of the hospitality business.

University of Huddersfield, UK

The University of Huddersfield is an official government funded university in the north of England. Formerly Huddersfield Polytechnic, it was one of the first new universities to receive university status in 1992. Throughout its history it has been committed to meeting the needs and aspirations of its students and that remains its key focus.

The University of Huddersfield is a teaching and learning led institution. Its teaching and learning strategy aims to ensure students will become competent in their chosen discipline and will develop their intellectual capabilities and personal aspirations. Alongside discipline-based learning, the emphasis in all programmes is to develop a portfolio of skills for employment. The QAA Institutional Audit (2005) confirmed its ‘confidence’ in the University, the top possible rating.

According to the Times Higher Educational Supplement League tables (June 2006), the University of Huddersfield is the North’s leading post 1992 University. It has risen significantly over the last few years and has a friendly reputation, an excellent graduate employment record and high level of student support.

In a recent survey, 90% of students canvassed said that they would recommend the University and their course to others. Some 86% stated that they would choose the same course were they offered the same opportunity again. The students placed teaching staff in the highest possible categories for ability, reliability and helpfulness.

The University of Huddersfield has a student population of over 24,000. In recent years it has developed a reputation for the delivery of its courses outside the UK particularly in South East Asia.
Hospitality, Leisure and Events Management at the University of Huddersfield

Honours degree and HND Hospitality Management courses have operated successfully at the University of Huddersfield for over 30 years. They are delivered by a small but dedicated group of staff whose mission is to develop their students’ knowledge of the hospitality industry and provide an appropriate range of skills to enable graduates to obtain relevant, meaningful employment in a range of organisations. Many students on graduation join international hotel companies and soon work their way up to senior management positions.

In 2005, the Guardian newspaper rated Hospitality Management courses at Huddersfield 3rd overall in the UK out of 40 such courses. This follows an ‘excellent’ rating from the UK government’s Quality Assurance Agency for Higher Education in 2001. It is also significant that in 2007 the National Student Survey showed Huddersfield students to be the most satisfied of all students in the new universities.

This one year BA (Hons) Hospitality Management course will be taught jointly by staff from Caritas Bianchi College of Careers and the University of Huddersfield, combining their own knowledge of local hospitality issues with that of UK staff. The Virgin Alternative Guide to British Universities states “Huddersfield University staff are the most enthusiastic in the country”. Students will therefore have the opportunity to learn first hand from members of this staff team.

Caritas Bianchi College of Careers

The BA (Hons) Hospitality Management course is offered jointly by the University of Huddersfield and Caritas Bianchi College of Careers (CBCC) in Hong Kong.

CBCC is a dynamic community college specializing in the delivery of hospitality, design and business courses in Hong Kong. It is also a registered overseas centre for BTEC awards of the EdExcel Foundation in the UK.

The University of Huddersfield is responsible for the academic aspects of the programme including programme design, academic accreditation, academic delivery, awards and quality assurance. CBCC is responsible for providing local administrative support and delivering post visit tutorials of the programme. CBCC staff also provide lectures and teaching for some modules.

Programme Aims

The BA (Hons) Hospitality Management course is designed to build upon and enhance the strengths of sub-degree courses while at the same time equipping students with a range of skills and analytical techniques necessary for management careers in Hospitality Management. Students will study modules which deal with the corporate level including operations, strategy, organisation and management of hospitality, tourism and leisure. Additionally the course examines international features of the hotel and catering industry to reflect the international nature of hospitality companies, their customers and workforce. On completion of this course graduates will be well prepared and well placed for managerial careers in a wide range of hospitality businesses and organisations.
Programme Structure

The programme consists of six modules (120 credits) that are studied over one year in two semesters. The modules are sequenced as follows:

**First Semester (Sep to Dec)**
- International Human Resource Management
- Leisure Strategies & Issues*
- Management of Organisations*

**Second Semester (Jan to May)**
- Hospitality Operational Analysis & Planning
- Strategic Management
- Research Project*

* Intensive face-to-face lectures by University of Huddersfield staff

Mode of Study

The programme is taught by means of three types of classes:

1. **Lectures**
   Academics from the University will visit Hong Kong to conduct face-to-face lectures in a block of 24 hours for each of three modules. Local teaching staff will give lectures on the other three modules.

2. **Tutorials**
   Local teaching staff will be responsible for the conduct of tutorials. Each module consists of 24 to 36 hours of tutorials. CBCC will provide administrative and pastoral support.

3. **Self-directed Study**
   Students are expected to have at least 152 hours of self-directed learning for each module in their study plan. Consultation sessions will be provided by local staff upon students’ request.

Assessment & Award

For all modules except Research Project, students' performance is assessed by prescribed coursework and a final examination. Examinations will normally be held at the end of each semester.

Students who successfully complete the assessments of the six modules (120 credits) will be awarded the Honours degree by the University of Huddersfield.

Programme Duration & Intake

- **Duration:** One year of full-time study. There are two semesters in a year, commencing in September and January.
- **Intake:** There is ONE new intake in September of each year.
Academic & Professional Recognition

On successful completion of the BA (Hons) Hospitality Management degree, graduates will have enhanced their career potential and will also be able to use this qualification for further study at MBA, MA or MSc level on various hospitality, tourism and management programmes offered both in Hong Kong and elsewhere. The BA (Hons) Hospitality Management is accredited by the Institute of Hospitality (formerly HCIMA) in that graduates with appropriate work experience are eligible for Full Membership of the Institute.

Student Support & Facilities

Students on the programme will be provided with the following:

- A University-developed comprehensive study pack will be provided for each module. The study pack consists of module specifications, lecture handouts, tutorial materials, assessment tasks and a list of relevant reading.
- Access to the electronic library resources of the University.
- Access to the web-based learning environment, Blackboard, as well as student learning support services, of the University.
- A collection of the recommended textbooks and references for the programme are available at the Caritas Bianchi College of Careers (CBCCC) library for use of students. This is regularly updated to include the most recent relevant publications.
- Access to library, language centre and computer facilities of CBCC.

Admission Requirements

Academic Requirements

A higher diploma or equivalent in a Hospitality related subject.

Examples:

- A BTEC HND in Hospitality Management or hospitality-related subject awarded by EdExcel.
- 3-year Associate Degree in Hospitality Management of Caritas Bianchi College of Careers.
- 3-year Associate Degree in Hospitality Management of Caritas Francis Hsu College.
- Hospitality-related Higher Diploma programmes of Hong Kong Institute of Vocational Education (HKIVE).
- A Diploma of Higher Education in a hospitality-related subject such as hotel management from a UK university.
- Applicants with other similar qualifications, for example, in tourism will also be considered for entry.

Mature Students (considered on an individual basis)

Mature students (i.e. 21 years old or more) are considered individually and much depends on previous educational background, employment and experience but should normally have two years’ of higher education. The following are the possible paths of entry.

- Mature students with a recognized diploma, for example, the Diploma in Hospitality Management offered by the HKIVE, and at least two years of relevant work experience.
- Final membership of the Institute of Hospitality with a minimum of five years supervisory experience.

English Requirements

Applicants are expected to meet the English language proficiency requirement of GCSE Grade C, or IELTS 6.0 or TOEFL 550 (paper based) or TOEFL 213 (computer based).

Applicants who have completed English language courses within their Higher Diploma or Associate Degree will be exempted from the English language proficiency requirement.
Tuition Fees

The total tuition fee for entry in September 2010 are HK$50,400. Tuition fees are payable in two consecutive instalments of HK$25,200 (HK$8,400 per module) before each semester. The tuition fees cover instruction, study materials, assignments, examinations and access to facilities.

Tuition fees are subject to an annual review. Students who do not complete their study within two consecutive semesters are subject to any fee increase applied to the semesters later on.

Fees paid are not transferable. Fees paid will not be refunded unless there is a premature cessation of the programme in which case refund will be made within one month after the scheduled commencement of the programme.

Financial Assistance

Students are eligible for applying to the Continuing Education Fund (CEF) under which a tuition fee reimbursement up to HK$10,000 will be available from the government.

Students can also apply for financial assistance through the Government Non-means Tested Loan Scheme (NLS).

Application Procedure

The completed application form must be submitted together with the following:

- Originals and copies of supporting certificates, diplomas and relevant transcripts, as evidence of academic and professional qualifications obtained, for certification purpose,
- Copy of HKID card or passport,
- Two recent passport-sized photographs and
- A non-refundable application fee of HK$200 (payable by cash/cheque made payable to “Caritas Bianchi College of Careers”).

The application form and these documents should be sent or delivered to:

Programme Administrator [BA (Hons) HM]
Caritas Bianchi College of Careers
Room 308, 18 Chui Ling Road,
Tiu Keng Leng, N.T., Hong Kong.

Closing Date for Application & Commencement

- Commencement Date: Monday 6 September 2010
- Application Deadline: 26 June 2010

Late applications may be considered at the discretion of the University.

Class Arrangement & Location

The teaching schedule of each semester (Sep to Dec and Jan to May) will be as follows:

Week 1 and 2:
Face-to-face Lectures by the University staff

The intensive face-to-face lectures will normally be held in the first and second weeks in September and the first week in January. Each set of classes involves Monday to Friday (10:00 am - 4:30pm) sessions.

Week 3 to 14:
Lectures, Tutorials and Self-directed Learning

In each week, there will be 3 to 4 hours of lectures and / or tutorials on each module. The sessions are normally arranged in the daytime.

Week 15: Study Period

Week 16: Final Examination

Classes will take place at the following venue of Caritas Bianchi College of Careers:

- Tseung Kwan O campus: 18 Chui Ling Road,
  Tiu Keng Leng, N.T.
  (Tiu Keng Leng MTR Station).
Module Synopses

Management of Organisations

This module deals with the interaction between corporate and unit levels in domestic and international business environments. Issues are investigated relating to the degree of ‘fit’ and integration between the organisation’s task environments, strategies, structures, cultures and management approaches at both unit and corporate levels in order to achieve strategic aims.

Students are also introduced to the latest ideas, works, terminology and theories of today’s leading management Gurus on issues such as; leadership, change, organisational learning, performance, market leadership, managing people, business ethics, managing knowledge and information, decision making, corporate mission, competitive advantage, service quality and customer care. Students apply the most contemporary advanced thinking on organisations, management and leadership to a hospitality / tourism issue of their choice and debate it between teams.

International Human Resource Management

The module provides students with a good knowledge and understanding of the theory and practice in relation to International Human Resource Management, with a focus on the Hospitality, Tourism and Leisure industry. The module will cover expatriate managers, training and development, international labour markets, managing diversity, MNCs centralization/decentralization and employment relations.

Leisure Strategies & Issues

This module aims to equip students with the ability to make informed judgments about the future strategic development of leisure companies. A key focus of the module will be the development of Leisure in the Post Modern society. Company strategies for the growth of popular leisure markets and urban entertainment will be assessed along with the 24 hour city and the growth of the leisure and retail synergy will also be covered. Particular emphasis will be given to the analysis of the diversity of leisure products by examining a range of sectors, which includes gaming, nightclubs, casino’s, health and fitness. Leisure company strategies will be evaluated in the context of changing customer markets. Students will apply modes of post modern consumption behaviour, to assess patterns of leisure development in the post millennium.

Hospitality Operational Analysis and Planning

This module aims to develop the student’s analytical skills when faced with performance management of the hospitality industry across the strands. Emphasis will be placed on extending the process of operational management to include operational strategy. The implementation and development of management in a variety of hospitality models and the analytical and conceptual tools available to improve and increase revenues, performance and productivity will be a key aspect. Expansion of hospitality and service sector businesses in a variety of settings will also be examined with contemporary evidence to underpin findings.

Strategic Management

This module applies the principles of Strategic Management to the Hospitality and Tourism industries through a study of concepts and theories. The module will cover the three elements of the Strategic Management process: Strategic Analysis, Strategic Choice and Strategic Implementation. This will be achieved by means of lectures, seminars (focusing on case studies), tutorials and group discussions. On completion of this module, students will be aware of the importance of effective Strategic Management for any hospitality or tourism company and be able to analyse, develop and know how to implement effective strategies.

Research Project

The aim of this module is to develop the student’s skills and ability to carry out a substantial investigation into a particular aspect of hospitality management of the student’s choice. Emphasis is placed on a review and evaluation of literature and other available information, rather than collection of original data. In the early stages of project development, seminars and workshops are organised to provide guidance in various important aspects of project formulation and development, such as choice of appropriate methodology, identification of sources of appropriate information, literature review techniques and report writing skills. For the remainder of the module, emphasis is placed on individual study, supported by regular personal supervision. At the end of the module the student is required to submit a Project Report of between 8,000 and 10,000 words.

Note: The University of Huddersfield reserves the right to change the modules in the programme to meet the current needs in hospitality industries.
University Highlights

Quality Teaching:
"Excellent" assessment by UK Quality Assurance Agency for Higher Education on teaching quality as evidenced by 2005 Institutional Audit Report.

Quality Jobs:
Top 5 among UK universities for graduate employability as measured by Higher Education Funding Council for England.

Quality Student support:
The best new university in the UK for student satisfaction as evidenced by 2007 National Student Satisfaction Survey.

Excellence in Hospitality Management:
Ranked the 3rd highest institution for tourism, hospitality and leisure industry courses in the UK by the Guardian league table 2005.

Contact / Enquiry

HONG KONG
Programme Administrator [BA (Hons) HM]
Caritas Bianchi College of Careers
Room 308, 18 Chui Ling Road, Tiu Keng Leng,
N.T., Hong Kong.
Tel : (852) 2710 2637
Fax : (852) 2780 7636
Email : degrees@cbcc.edu.hk
Contact person : Ms Erika Lee, Mr Randy Kwok
Website : http://www.cbcc.edu.hk

UNITED KINGDOM
Programme Director [BA (Hons) HM]
Department of Hospitality Management and Logistics
School of Applied Sciences
Queensgate Huddersfield HD1 3DH
United Kingdom
Tel : 00 44 1484 473286
Fax : 00 44 1484 473019
Email : a.k.jenkins@hud.ac.uk
Contact person : Dr Andrew Jenkins
Website : http://www.hud.ac.uk

Local Registration

The BA (Hons) Hospitality Management has been registered with the Education Bureau in accordance with the Non-local Higher and Professional Education (Regulation) Ordinance (CAP.493). The course registration number is 251655.

According to the Ordinance, it is a matter of discretion for individual employers to recognize any qualification to which this course may lead.
**APPLICATION FOR ADMISSION**  
**BA (Hons) Hospitality Management**  
Jointly offered in Hong Kong by the University of Huddersfield, UK  
and Caritas Bianchi College of Careers

*Please complete the application form in English, and in BLOCK letters using black/blue ink.*

## Personal Particulars

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## Academic Qualifications

*Please attach certified copies of all relevant academic records, including transcripts of results. Where originals are in a language other than English please attach certified translations. Applicants should also include a statement on the grading system used at the institution from which they graduated.*

Please list qualifications in descending order (e.g. HND/AD/Dip/Cert).

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* Please insert “F” for Full-time Study and “P” for Part-time Study.
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**Declaration**

I declare that, to the best of my knowledge, all information on this form is complete and accurate. I understand that University of Huddersfield and/or Caritas Bianchi College of Careers may obtain records from any institution attended by me and provide information supplied by me to other institutions or government bodies. I also understand that the University reserves the right to vary any decision made on the basis of incorrect or incomplete information supplied by me.

Signature: .......................................................... Date: ..........................................................

Please attach photo

Submit with HK$200 application fee to:
Administrator (Collaborative Degree Programmes)
Caritas Bianchi College of Careers
16 Chui Ling Road, Tseung Kwan O
New Territories
HONG KONG