



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

**PROFESSIONAL DIPLOMA IN VISUAL
COMMUNICATION**

**DIPLOMA IN HOSPITALITY STUDIES
(INTERNATIONAL CULINARY ARTS AND
SPECIALTY COFFEE)**

FEBRUARY 2023

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: VA1510), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592) (AAVQO), was commissioned by YMCA College of Careers (青年會專業書院) (“Operator”) to a Learning Programme Re-accreditation (re-LPA) exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in AAVQO to determine whether the following programmes of the Operator meet the stated objectives and Hong Kong Qualifications Framework (QF) Levels 3 and 4 standards, and can continue to be offered as accredited programmes:
 - (i) Professional Diploma in Visual Communication
 - (ii) Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee); and
- (b) To issue to the Operator an Accreditation Report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.2 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement. A site visit took place on 17 January 2023.

2. HKCAAVQ’S DETERMINATION

Learning Programme Re-accreditation

Professional Diploma in Visual Communication

2.1 HKCAAVQ has determined that, subject to the fulfilment of the condition set out in 2.7, the Professional Diploma in Visual Communication (PDVC) meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 5 July 2023 to 31 August 2025.

2.2 **Validity Period**

2.2.1 The validity period will commence on the date specified below.

2.2.2 The maintenance of the accreditation status within the specified validity period is subject to the fulfilment of the Requirement set out in 2.7 by the specified fulfilment deadline.

2.3 The determinations on the Learning Programme Re-accreditation are specified as follows:

Name of Operator	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	Professional Diploma in Visual Communication 視覺傳意專業文憑
Title of Qualification (Exit Award)	Professional Diploma in Visual Communication 視覺傳意專業文憑
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	72
Mode(s) of Delivery and Programme Length	Part-time, 1 year 720 notional learning hours (including 360 contact hours)
Intermediate Exit Award	Not applicable
Validity Period	5 July 2023 to 31 August 2025
Number of Enrolments	2 enrolments per year
Maximum Number of New Students	Maximum 25 students per class Maximum 2 classes 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
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Other Specific Condition(s) of Approval	One Requirement to be fulfilled on or before 1 March 2024

Notes to be indicated on the QR	Not applicable
Address of Teaching/ Training Venue(s)	23 Waterloo Road, Yau Ma Tei, Kowloon 九龍油麻地窩打老道 23 號

Learning Programme Re-accreditation

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

2.4 HKCAAVQ has determined that, subject to the fulfilment of the condition set out in 2.7, the Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee) (DHS) meets the stated objectives and QF standard at Level 3, and can be offered as an accredited programme with a validity period from 1 September 2023 to 31 August 2025.

2.5 **Validity Period**

2.5.1 The validity period will commence on the date specified below.

2.5.2 The maintenance of the accreditation status within the specified validity period is subject to the fulfilment of the Requirement set out in 2.7 by the specified fulfilment deadline.

2.6 The determinations on the Learning Programme Re-accreditation are specified as follows:

Name of Operator	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	Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee) 款待學文憑（國際廚藝及精品咖啡）
Title of Qualification (Exit Award)	Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee) 款待學文憑（國際廚藝及精品咖啡）
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	Hotel and Tourism
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable

Branch	Not applicable
QF Level	Level 3
QF Credits	162
Modes of Delivery and Programme Length	Full-time, 1 year Part-time, 2 years 1620 notional learning hours (including 630 contact hours)
Intermediate Exit Award	Not applicable
Validity Period	1 September 2023 to 31 August 2025
Number of Enrolments	2 enrolments per year
Maximum Number of New Students	Maximum 20 students per class Maximum 1 full-time class and 2 part-time classes per year Maximum 60 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
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Other Specific Condition(s) of Approval	One Requirement to be fulfilled on or before 1 March 2024
Notes to be indicated on the QR	Not applicable
Address of Teaching/ Training Venue(s)	23 Waterloo Road, Yau Ma Tei, Kowloon 九龍油麻地窩打老道 23 號 <u>For practical training</u> 1. The Cityview (hotel affiliated to Chinese YMCA of Hong Kong) 23 Waterloo Road, Kowloon 九龍窩打老道 23 號 城景國際 2. The Harbourview (hotel affiliated to Chinese YMCA of Hong Kong) 4 Harbour Road, Wan Chai, Hong Kong 香港灣仔港灣道 4 號 灣景國際

- 2.7 **Condition(s) (including all Pre-conditions for obtaining the HKCAAVQ accreditation status as applied for the commencement of the validity period; and all Requirements for maintenance of the accreditation status within the validity period)**

Requirement	Date of Fulfilment
<p style="text-align: center;"><u>Both Programmes</u></p> <p><u>Requirement 1</u></p> <p>The Operator is to demonstrate effective monitoring and review of the performance of the two Programmes, compiling the required documents and reporting to the respective committees as stipulated.</p> <p>The Operator is to submit the relevant documents to HKCAAVQ on or before 1 March 2024, including but not limited to a calendar of the committee meetings and Lecturers' Meetings held between February 2023 and January 2024 on PDVC and DHS, supported with the related agendas, discussion/reporting documents and confirmed minutes.</p>	<p>1 March 2024</p>

- 2.8 **Recommendation(s)**
 HKCAAVQ offers the following recommendations for continuous improvement:

Recommendations
<p style="text-align: center;"><u>Both Programmes</u></p> <p><u>Recommendation 1</u></p> <p>The Operator should upkeep the currency of its surveys among the target applicants as well as the benchmarking with similar programmes offered on the market so as to identify the niche of the two Programmes and to gauge student demand more accurately.</p> <p style="text-align: center;"><u>Professional Diploma in Visual Communication</u></p> <p><u>Recommendation 2</u></p> <p>The Operator should incorporate the review of applicants' portfolio of artwork as a standard practice of the admission interview to ensure admitted students will have the basic knowledge or skills in design and/or visual communication in undertaking the Programme.</p>

Recommendation 3

The Operator should comply with the stipulated internal and external moderation procedure in a timely and effective manner ensuring that the assessment briefs and rubrics are duly reviewed and cleared by the Programme Leader and External Examiner (EE) for subsequent dissemination to students, and sufficient details on students' work are provided to the EE for the post-mortem review.

Recommendation 4

The Operator should review and consider segregating the appointments of Programme Leader, department headship and Programme Development and Management Committee chairmanship to ensure adequate check and balance of their respective roles and responsibilities.

- 2.9 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programmes continue to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. INTRODUCTION

- 3.1 The YMCA College of Careers is a non-profit making school formed in 1995 and sponsored by the Chinese YMCA of Hong Kong which has over 120 years of experience in providing multiple social services to the Hong Kong community, especially young people.

4. PROGRAMME DETAILS

- 4.1 Programme Objectives

Professional Diploma in Visual Communication

- PO1 為設計從業員提供平面設計、三維圖像創作及影像製作等的訓練，學員透過掌握跨媒體設計能力，並按照中小型設計公司的實際工作需要，提供適切的設計方案或作品；
- PO2 訓練學員了解不同的設計元素及專業技術，懂得思考和分析設計意念，能構思、設計、及創作出合適的設計方案；
- PO3 培養學員從多角度思考設計創作，提升其專業設計分析和解難能力，日後能獨立地肩負起專業的設計職責；

- PO4 提升學員於平面設計、跨媒體設計行業的就業條件，透過專業訓練並擔任助理設計師等的工種。

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

- PO1 Increase students' employability in restaurants, café or other broader hospitality industries;
- PO2 Prepare students for further academic studies in the discipline of hospitality industries;
- PO3 Equip students with appropriate foundation skills and knowledge to become lifelong learners within the hospitality field.

4.2 Programme Intended Learning Outcomes

Professional Diploma in Visual Communication

學員在完成課程後，應能：

- PILO1 有效理解及掌握創意設計的知識及技能，並透過電腦插圖、排版設計、品牌形象設計、網頁設計、三維圖像創作、攝影及錄像製作等學科知識，應用在平面設計、攝影及新媒體之上；
- PILO2 因應設計個案的獨特需要，透過資料搜集、分析及判斷，創作出以人為本的設計方案；
- PILO3 選取合適的攝錄技術、電腦圖像技術或設計技巧，並應用在其設計方案之上；
- PILO4 於設計作品中，充分展示其實務操作能力、創意思維及想像力；
- PILO5 以中文作為主要溝通媒介，並以口頭及書面上進行意見及概念上的溝通。

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

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

- PILO1 Demonstrate an understanding of relevant theories in hospitality industry and apply the knowledge and skills with focuses on culinary arts and coffee skills development in workplace;
- PILO2 Perform tasks in a broad range of predictable and structured hospitality contexts which may also involve some non-routine activities requiring a degree of individual responsibility;
- PILO3 Assess, organise and evaluate information independently and make reasoned judgments in relation to hospitality industry;
- PILO4 Enable students to work as effective team members in the hospitality industry who are able to communicate among different stakeholders well.

4.3 Programme Structure

Professional Diploma in Visual Communication

Module Title	QF Credits
1. 排版設計製作	72
2. 攝影及數碼錄像製作	
3. 訊息設計	
4. 電腦插圖	
5. 三維圖像創作	
6. 網頁設計	
7. 網上營銷策略中的品牌形象	
8. 畢業作品集	
Total	72

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

1-year full-time

Module Title	QF Credits
1. Practical Putonghua	162
2. Principles of Catering Industry	
3. Bakery, Pastry and Confectionary Production	
4. Specialty Coffee Skills Training	
5. Service Learning Project*	
6. Practical English in Hospitality	
7. Understanding Hospitality Industry	
8. Fundamentals of Culinary Techniques	
9. Café Operations	
10. Social Media for Business	
11. Customer Service in Hospitality	
12. Gastronomy and Innovation	
Total	162

2-year part-time

Module Title	QF Credits
Year 1	162
1. Bakery, Pastry and Confectionary Production	
2. Specialty Coffee Skills Training	
3. Service Learning Project*	
4. Practical English in Hospitality	
5. Café Operations	
6. Social Media for Business	
7. Gastronomy and Innovation	
Year 2	
8. Practical Putonghua	
9. Principles of Catering Industry	
10. Understanding Hospitality Industry	
11. Fundamentals of Culinary Techniques	
12. Customer Service in Hospitality	
Total	162

* year-round module

4.4 Graduation Requirements

Professional Diploma in Visual Communication

- 各評核課業及考試的分數達 25%或以上；
- 成績平均績點(GPA) 達 2.0 或以上；
- 完成視覺傳意專業文憑課程，並取得 72 資歷學分；及
- 單元出席率必須達 80%或以上。

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

- Attain at least 25% in each assessment and examination;
- Obtain an overall GPA 2.0 or above;
- Achieve a total of 162 QF credits required by the programme; and
- Achieve at least 80% attendance in each module.

4.5 Admission Requirements

Professional Diploma in Visual Communication

- 香港中學文憑試中取得五科達第二級或以上成績(包括中國語文及英國語文)，並具備一年設計相關工作經驗；或
完成資歷架構級別第三級資歷(一年全日制修讀)，並具有一年設計相關工作經驗；或
完成毅進文憑或同等學歷，並具備一年設計相關工作經驗；或
完成本校設計學文憑，並具備一年設計相關工作經驗；或
申請者年滿二十一歲或以上，並具備二年設計相關工作經驗；
及
- 通過入學面試。

Diploma in Hospitality Studies (International Culinary Arts and Specialty Coffee)

- Completion of Secondary 6 (for applicants with Hong Kong Diploma of Secondary Education (HKDSE)) or Secondary 5 (for applicants with Hong Kong Certificate of Education Examination (HKCEE)), or other equivalent qualifications; or
Mature student aged 21 or above;
And
- Pass an admission interview.

5. IMPORTANT INFORMATION REGARDING THIS ACCREDITATION REPORT

5.1 Variation and withdrawal of this Accreditation Report

- 5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation,

including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

- 5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.
- 5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.
- 5.1.4 The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

- 5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.
- 5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Variation or Withdrawal.
- 5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.
- 5.2.4 Please refer to Cap. 592A (www.elegislation.gov.hk) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at www.hkqf.gov.hk.

5.3 **Qualifications Register**

- 5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the QR at www.hkqr.gov.hk for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Ref: VA05/02/25a and 27a

