



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

SUMMARY ACCREDITATION REPORT

Federation for Self-financing Tertiary Education

**School of Continuing Education
Hong Kong Baptist University**

Programme Validation at QF Level 3

**Certificate in Customer Services and Store Management
(Elective Course of Yi Jin Diploma)**

June 2014

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 The Yi Jin Diploma (YJD) programme was accredited by the HKCAAVQ in August 2013 with a validity period of three years starting from the 2013/14 academic year to be operated by seven member institutions of the Federation for Self-financing Tertiary Education (FSTE) including the School of Continuing Education, Hong Kong Baptist University (SCE, HKBU/the Operator). At the time of the accreditation exercise for the YJD programme, the HKCAAVQ was informed that the FSTE member institutions may propose new and/or revamped Elective Clusters before commencement of each academic year.
- 1.2 For implementation in the 2014/15 academic year, the SCE, HKBU proposed an Elective Cluster, Retail Management [零售管理] which comprises three Elective Courses. One of these Elective Courses, Customer Services and Store Management [客戶服務及店舖管理], was developed with reference to the Specification of Competency Standards (SCS) developed by the Retail Industry Training Advisory Committee of the Qualifications Framework (QF) and the Qualifications Guidelines for the SCS-based Courses under the QF.
- 1.3 Following the advice of the Education Bureau to the FSTE and its member institutions to award standalone qualifications to YJD students on successful completion of a SCS-based Elective Cluster/Course, this Elective Course of SCE, HKBU is to be accredited by the HKCAAVQ leading to the SCS-based qualification, Certificate in Customer Services and Store Management (Elective Course of Yi Jin Diploma) [客戶服務及店舖管理 (毅進文憑選修科目) 證書] and to be uploaded separately on the Qualifications Register of the QF. On successful completion of the Elective Course, students of the YJD programme will be awarded the Certificate in Customer Services and Store Management (Elective Course of Yi Jin Diploma).
- 1.4 Based on the agreement, the HKCAAVQ was commissioned by the FSTE to assess and determine whether the following learning programme of the SCE, HKBU achieves the stated objectives and meets the QF standard at QF Level 3:
 - (1) Certificate in Customer Services and Store Management (Elective Course of Yi Jin Diploma)
- 1.5 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the agreement and the terms stated therein.

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:

2.1 Programme Validation

Approval

Name of Operator	School of Continuing Education, Hong Kong Baptist University 香港浸會大學持續教育學院
Name of Award Granting Body	School of Continuing Education, Hong Kong Baptist University 香港浸會大學持續教育學院
Title of Learning Programme	Certificate in Customer Services and Store Management (Elective Course of Yi Jin Diploma) 客戶服務及店舖管理 (毅進文憑選修科目) 證書
Title of Qualification (Exit Award)	Certificate in Customer Services and Store Management (Elective Course of Yi Jin Diploma) 客戶服務及店舖管理 (毅進文憑選修科目) 證書
Primary Area of Study / Training	Business & Management in Specific Industries
Other Area of Study / Training	Not applicable
Industry	Retail
Branch	Retail
QF Level	Level 3
QF Credit	15
Mode of Delivery and Programme Length	Full-time: 1 year [150 notional learning hours (including 60 contact hours)] Part-time: 2 years [150 notional learning hours (including 60 contact hours)]
Intermediate Exit Award	Not applicable
Validity Period	2 years (1 September 2014 – 31 August 2016)
Number of Enrolments	Not applicable
Maximum Number of New Students	Maximum of 35 students per class
Specification of Competency Standards Based Programme	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Programme Specific Requirement	Not applicable

Remark to be indicated on the QR	This programme is one of the Elective Courses of the Elective Cluster, Retail Management, of the Yi Jin Diploma programme. 此課程屬於毅進文憑課程中「零售管理」選修群組的其中一個選修科目。
Address of Teaching/Training Venue	HKBU Kowloon Tong Campus Hong Kong Baptist University, Kowloon Tong, Kowloon 香港浸會大學九龍塘校園 九龍九龍塘香港浸會大學

3. Programme Details

The following is the programme information provided by the Operator.

3.1 Programme Objectives

The programme aims at developing in students the knowledge and practices of customer services and the operations of a retail store. Upon gaining the awareness of the importance of quality customer services and effective store management in retail operations, students would be equipped further with essential but practical retail skills including inventory management, retail security and technology, customer relationship management, complaint handling and assessing customer satisfaction.

3.2 Programme Intended Learning Outcomes

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

- explain the concepts and practices of customer services, store operations and management;
- apply the relevant knowledge and skills in store operations and management with appropriate judgement and analysis; and
- employ quality customer service skills to enhance customer relationship, satisfaction and loyalty.

3.3 Programme Structure

Module Title	Unit of Competency	QF Credit
Quality Customer Service	105076L3 105079L3 105081L4 105074L2	-
Customer Relationship Management	105077L3 105074L2	-
Store Operations	105131L3 105132L3 105135L3	-

	105136L3 105138L3 105139L3 105146L4 105151L4	
Total		15

3.4 Graduation Requirements

- Achieve an attendance rate of 80% or above; and
- Achieve at least 50% overall mark.

3.5 Admission Requirements

- Students of Yi Jin Diploma programme

4. Substantial Change

4.1 The 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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