

Bachelor of Arts in Hospitality and Service Management

Bachelor's Degree (Top-Up) Programme



Part-time Year 2012 7th Intake



Bachelor

Edinburgh Napier University

Edinburgh Napier University is one of the largest universities in Scotland, with more than 17,500 students. The University is split into three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries and Faculty of Health, Life & Social Sciences. The University has approximately 1,600 staff and offer around 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce. Many of the short courses have been tailored to fit international clients' needs and delivered abroad. The Business School is one of the largest Business Schools in Scotland with more than 7,000 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels.

Edinburgh Napier University's recent achievements include:

- Ranked one of Scotland's top universities for graduate employability by the Higher Education Statistics Agency (HESA) 2011
- One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world's leading professional body for practicing marketers)
- Over 15 years of collaboration with SCOPE, CityU
- More than 4,000 graduates in HK

<http://www.napier.ac.uk/>



"Hong Kong has recently generated the highest rate of annual growth in inbound tourism in the world, as well as once again being voted the "Best Business City in the World". Consequently, the demand for well-educated and qualified staff in hospitality, and other related service disciplines, is higher than ever. Many employees need to upgrade their qualification in order to remain efficient and competitive within what is becoming an increasingly dynamic and challenging business environment. This well established, focused and vocationally relevant programme is designed to provide its graduates with the knowledge and skill sets necessary for effective, rewarding and successful career advancement within hospitality and other associated areas of the service sector. I am confident that you would enjoy the learning experience and look forward to welcoming you on to the programme."

Mr Michael HERRIOTT
Programme Leader (UK)

Programme Aims

The hospitality industry in Hong Kong has always been internationally acclaimed to be one of the best in the world, which led to a constant increasing demand for well-trained staff for this industry. **The School of Continuing and Professional Education (SCOPE), City University of Hong Kong** is working in collaboration with **Edinburgh Napier University**, in offering a part-time programme in **Bachelor of Arts in Hospitality and Service Management**, targeting those who are already working in the industry, as well as new entrants, who wish to upgrade their knowledge and skills in order to be more competitive and to progress in their career.

Upon successful completion, graduates should be able to demonstrate a broad knowledge on:

- Facilities Planning for Hospitality, Tourism and Events
- Conference Management / Management of MICE Events
- Food and Beverage Management
- Service Management
- Introduction to Human Resource Management / Hospitality Business Development
- Customer Service and Care
- Marketing Research and Communication
- Organisational Change Management
- Strategic Management in a Global Context

The students can integrate these knowledge and skills in decision making within an organization. After successful completion, it provides a basis for attainment of professional qualification, as well as a possible route to progress to an **Honours Degree** in hospitality and service discipline.

Programme Features

- A pioneer programme in the field which offers **BOTH HOSPITALITY** and **SERVICE** management curriculum.
- The curriculum is focused on **academically** and **vocationally** relevance for students to develop a career in hospitality and service management in Hong Kong.
- **Convenient timetables**, as classes will be scheduled to avoid major peak working days such as weekend and public holidays.
- **Lectures** will be taught by experienced professors from Edinburgh Napier University.
- **Tutorials** will be facilitated by local tutors with industrial experience using study materials with Asian influence where possible.
- **Fast track route** for Associate Degree / Higher Diploma holders to achieve a Top-up Degree in one year.

Bachelor of Arts in Hospitality & Service Management

Programme Structure

The programme is delivered in a part-time mode with two entry points:

- Diploma level entry – students are required to complete 9 modules (180 credits) over five trimesters in 22 months.
- Associate Degree / Higher Diploma level entry – students are required to complete 6 modules (120 credits) over 3 trimesters in 12 months.

Trimester	Modules#	
	Diploma level entry	Associate Degree / Higher Diploma level entry
1	Facilities Planning for Hospitality, Tourism & Events	Hospitality Business Development
		Facilities Planning for Hospitality, Tourism & Events
2	Marketing Research & Communication	Organisational Change Management
	Customer Service & Care	Customer Service & Care
3	Introduction to Human Resource Management	Service Management
	Conference Management	Management of MICE Events
4	Organisational Change Management	Exit award of BA Hospitality & Service Management
	Strategic Management in a Global Context	
5	Service Management	OR Possible articulation to an Honours Degree in hospitality & service discipline
	Food and Beverage Management	
	Exit award of BA Hospitality & Service Management	OR Possible articulation to an Honours Degree in hospitality & service discipline

Subject to approval

Teaching and Learning

Classes

Each module normally comprises of intensive lectures (12-13 hours) and weekly tutorials (12-18 hours in total, around 3-4 hour per week).

Venue

Classes will be held at designated SCOPE Learning Centres.

Student Support

Students will have access to the CityU Library, CityU Computing Services Centres and the online resources provided by Edinburgh Napier University.

Assessment and Final Award

Assessments for taught modules are based on a combination of assignments, projects, presentations, case studies and/or examination. A student will be awarded a **Bachelor of Arts in Hospitality and Service Management** conferred by Edinburgh Napier University upon successful completion of the programme in accordance with the programme requirements.

Programme Delivery

The programme offers a variety of teaching methods including lectures, tutorials, consultations, workshops, projects and group exercises. It will be delivered through lectures by academic staff from Edinburgh Napier University and supported by tutorials facilitated by local qualified tutors.

Admission Requirements

For Diploma Level Entry

Holders of Diploma (or equivalent level) in hospitality management or related disciplines.

For Associate Degree / Higher Diploma Level Entry

Holders of Associate Degree / Higher Diploma (or equivalent level) in hospitality management or related disciplines OR holders of Associate Degree / Higher Diploma in business or related disciplines with RELEVANT work experience will also be considered.

Fees

Application Fee : **HK\$140**, to be paid upon application

Tuition Fee : Diploma Level Entry
HK\$90,000, to be paid in FIVE installments

Associate Degree / Higher Diploma Level Entry

HK\$60,000, to be paid in THREE installments

Graduation Fee : **HK\$400**, to be paid upon admission

Remarks: In case of re-assessment and/or extension of study period, additional fees will be charged. All fees are non-refundable and non-transferable.

Government Financial Assistance

Non-means-tested Education Loan (NLS)

Students can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website: www.sfaa.gov.hk

Continuing Education Fund (CEF)

Some modules of the programme have been included in the list of reimbursable courses under the Government's Continuing Education Fund (CEF). For details, please visit the government's website: www.sfaa.gov.hk/cef/intro.htm

Commencement

September 2012

(Associate Degree / Higher Diploma Level Entry)

[Programme code: 113-29280]

September 2012

(Diploma Level Entry)

[Programme code: 123-29280]

Application

The completed application form, together with copies of academic certificates and proof of payment of the application fee of HK\$140, should be sent to **SCOPE** on or before the application deadline. (Please refer to the attached Application Guide for details)

Deadline for Application

30 June 2012

As offers will be made on a first-come first-served basis, applicants are advised to submit their application form on or before the stated deadline. Late applications will only be considered subject to the availability of places.

Online Enquiries of Application Status

Enquiries on application status can be made by visiting our website: www.cityu.edu.hk/ce/enrol/que 7 working days after submission of application form. No separate acknowledgement of application will be sent to applicants.

Enquiries

School of Continuing and Professional Education

Location : LG/F., Academic Exchange Building,
City University of Hong Kong

Tel : 3442 2123

Fax : 3442 0399

Email : team7@scope.edu

Website : <http://www.scope.edu>