

THE REGISTRATION OF REIMBURSABLE COURSES FOR THE CONTINUING EDUCATION FUND

- Guide to Assessment of Courses for Continuing Education Sections of Local
Self-accrediting Universities -

I. Background

In June 2002, the Government set up the Continuing Education Fund (CEF) to subsidize those with learning aspirations to pursue continuing education and training programmes. The aim is to help people pursue continuous learning, thereby preparing Hong Kong's workforce for the knowledge-based economy.

II. Scope of the CEF

Course providers who offer self-financing courses (i.e. the operating expenses of the courses are not supported by any subsidy from the Government) in specified domains may apply for registration of their courses with the CEF. The Secretary for Labour and Welfare (SLW) is the approval authority for registration of such courses.

Course providers should note the following main terms of operation of the CEF scheme:

- (i) Prior to the application for CEF registration, the course must already be on the Qualifications Register (QR) with a valid QR registration number. For individual module(s) which form(s) part of a course that is on the QR, they may also be submitted for CEF registration as a stand-alone CEF reimbursable course.
- (ii) A course registered on the QR may either be certified as to have conformed to a set of Specification of Competency Standards (i.e. SCS-based Course), or may not have been so certified. In the case of the latter, in order to qualify for registration with the CEF, the course must belong to any of the 8 specified domains (please see Section VII for further details).
- (iii) Course providers must keep complete and accurate records of attendance, assessment and payment of tuition fees.
- (iv) CEF applicants must be Hong Kong residents and are aged between 18 and 65 both at the time of application for opening an account with the CEF and at the time submitting claims for reimbursement.
- (v) CEF applicants may not enjoy double subsidy from the Government. If he or she already receives or already applies for subsidy (howsoever described) from the Government in relation to a CEF reimbursable course, he or she may not apply for

reimbursement pursuant to the CEF Scheme.

- (vi) CEF applicants will be reimbursed 80% of the tuition fee paid for a CEF reimbursable course, subject to a maximum cap of HK\$10,000 per person, on successful completion of a reimbursable course.
- (vii) CEF applicants must have completed the reimbursable course, i.e., attended no less than 70% of the contactable hours for the course (or such higher attendance requirement as prescribed for the course), and attained no less than the overall passing mark for the course as assessed by whichever method approved by SLW (including any examination and/or assignment based on the approved weightings), i.e. either 50% or such higher overall passing mark as prescribed for the course.
- (viii) CEF applicants should have paid for the first installment of the tuition fees required and submitted their applications to the Office of the Continuing Education Fund (OCEF) for opening a CEF account before the commencement of the reimbursable courses.

III. Purpose of the Assessment

The assessment is to ascertain that the proposed course will meet the requirements stipulated by the Government.

IV. Role of Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ)

- (i) To provide an independent assessment of individual courses to ensure that they are properly structured to meet the assessment requirements.
- (ii) To make recommendations on the registrability of the proposed courses to the Labour and Welfare Bureau.
- (iii) To monitor the quality of the reimbursable courses after registration, as and when required by Secretary for Labour and Welfare (SLW).

V. Procedures for Registration of Courses with the CEF

1. Download the Application Form and this Assessment Guide from the HKCAAVQ website (http://www.hkcaavq.edu.hk/en/services_regist.asp);
2. Study this Assessment Guide, and seek advice from HKCAAVQ where necessary;
3. Complete the Application Form and submit the form to SLW via the HKCAAVQ;

4. SLW notifies the course provider of the result of the application in writing.

VI. Course offered by non-local providers

As a pre-requisite for registration under the Continuing Education Fund, courses leading to non-local qualifications must either be registered or exempted from registration under the Non-local Higher and Professional Education (Regulation) Ordinance (Cap 493). For details, please consult the website of Education Bureau: (<http://www.edb.gov.hk/index.aspx?nodeID=226&langno=1>). Same as the local courses, following the implementation of the Qualifications Framework (QF) on 5 May 2008, non-local courses which have been registered or exempted from registration under the Ordinance also have to be accredited by HKCAAVQ and be registered onto the Qualifications Register (QR) before applying for CEF registration.

VII. Sectors/Domains Eligible for Registration

(i) In order to be eligible for registration with the CEF, unless it is already registered with the QF as a Specifications of Competency Standards (SCS)-based Course, a course must belong to any of the following eight specified domains. Further, in processing the registration application submitted in relation to a course, the contents of the course will be assessed with reference to the sector-specific competencies as set out in Annex I applicable to the domain it belongs, and the criteria as specified under Section VIII:-

1. Logistics;
2. Business Services;
3. Tourism Industry;
4. Product and Digital Design;
5. Language (English, Putonghua, Written Chinese, Spanish, French, German, Korean, Italian and Russian);
6. Financial Services;
7. Creative Industries; and
8. Interpersonal and Intrapersonal Skills for the Workplace (IISW).

New sets of Specifications of Competency Standards may over time be developed for the QF to cover any of the above eight domains. When they are available in relation to a domain mentioned above, provided that the relevant course belonging to such domain has been registered under the QR as a SCS-based Course, it will no longer be necessary to carry out the

contents assessment as mentioned above for that course as part of the CEF assessment.

- (ii) As for courses falling outside the above eight specified domains of the CEF, the application for registration as CEF reimbursable courses may be considered only if they are “SCS-based Courses” for the purposes of the QF. In order to be qualified as “SCS-based Courses”, the courses must comply with the principles and requirements as set out in the Qualifications Guidelines for SCS-based Courses issued by the Education Bureau. Such courses must go through the normal accreditation procedures (except for those courses offered by the self-accrediting institutions) and uploaded onto the QR as “SCS-based Courses”. The Qualifications Guidelines for SCS-based Courses and the approved sets of SCSs can be found on the website of the QF (<http://www.hkqf.gov.hk/>) for public reference.

VIII. Assessment Requirements

A. Accreditation Status

- (i) Prior to the application for CEF registration, the course must already be on the Qualifications Register (QR) with a valid QR registration number. For individual module(s) which forms part of a course that is on the QR, it is also eligible to apply for CEF registration as a stand-alone CEF reimbursable course. **For CEF reimbursement purposes, CEF applicants would be eligible for tuition fee reimbursement only upon their successful completion of the course. They may claim reimbursement upon completion of a module of the course only if the module is registered as a stand-alone course on the list of reimbursable courses.**

B. Course Content (for courses of the domains specified in Section VII(i))

- (i) For courses which are not SCS-based Courses under the QF, they should be designed to have not less than 50% of the content to cover the sector-specific competencies applicable to the domain it belongs as set out in Annex I hereto. The remaining course contents should be related to the specific industry sectors and skill domains. For courses belonging to the IISW domain, 100% of the content should be designed to cover all three main components of the sector-specific competencies applicable to that domain as set out in Annex I

hereto. Course providers are required to provide a course outline with breakdown of contact hours for assessment by the HKCAAVQ. Additional information including but not limited to teaching plans and course materials may need to be submitted, if required.

- (ii) The minimum duration for the courses should not be less than 30 face-to-face teaching-and-learning hours except in the cases of the Language domain and IISW domain for which the requirements are as follows:
1. English: 90 hours minimum;
 2. Putonghua and Written Chinese: 60 hours minimum;
 3. French and German: 110 hours minimum;
 4. Spanish and Japanese: 120 hours minimum;
 5. Korean: 100 hours minimum;
 6. Italian: 110 hours minimum;
 7. Russian: 110 hours minimum; and
 8. IISW: 40 hours including at least two blocs of 16 hours with overnight stay.
- (iii) For reimbursable English Language courses, in addition to delivering the required competencies, they must also lead to any one of the benchmark tests that are recognized by the Workplace English Campaign (as listed at *Annex II*). Course providers are required to specify at least one benchmark test and a respective level which the CEF applicants must attain before they are considered to have completed the course. Reimbursement of tuition fees will only be made to CEF applicants upon successful completion of the language course and passage of the specified benchmark test(s) at the specified (or higher) level(s). CEF applicants, who pass or attain alternative benchmark tests, or the specified tests at a lower level, will not be eligible for reimbursement.
- (iv) For reimbursable course in Putonghua, Spanish, French, German, Korean, Japanese, Italian and Russian, in addition to delivering the required competencies, these courses must also lead to any one of the benchmark tests (as listed at Annex III). Course providers are required to specify at least one benchmark test and a respective level which the CEF applicants must attain. Reimbursement of tuition fees will only be made to CEF applicants upon successful completion of the language course and passage of the specified benchmark test(s) at the specified (or higher) level(s). CEF applicants, who pass or attain alternative benchmark tests, or the specified tests at a lower level, will not be eligible for reimbursement.

C. Course Delivery

- (i) Reimbursable courses must be conducted in **HONG KONG**.
- (ii) Distance learning courses, which incorporate some face-to-face elements, will be assessed on a case-by-case basis.
- (iii) All CEF applicants are required to attend no less than 70% of the contactable hours for the course (or such higher attendance requirement as prescribed for the course) and attain no less than the overall passing mark for the course (see E(i) below) before they are eligible for fee reimbursement under the CEF.
- (iv) Accordingly, course providers are required to specify the minimum attendance requirement, and ensure that CEF applicants are informed of the requirement before their enrolment. Course providers should keep attendance registers and particulars of each of the participants. SLW and OCEF may inspect the registers from time to time.

D. Admission

- (i) Where there are admission requirements, they should be appropriate to the level and requirements of the course. Admission must be conducted according to the stipulated requirements. SLW considered it a serious non-compliance if a course provider admits CEF applicants who do not comply with the admission requirements; or does not conduct checking, or does not maintain complete and accurate documentary evidence showing that they do comply with such requirements.

E. Assessment

- (i) The reimbursable course must comprise appropriate learning and assessment activities to ensure that the CEF applicants have acquired the stated sector-specific competencies to be delivered by the course. The assessment may take the form of examination(s) or continuous assessment (assignment(s) or other type of assessment activities) or both. If both, the weightings should be indicated. For CEF reimbursement purpose, CEF applicants are required to attain no less than the overall passing mark for the course as assessed by whichever method approved by SLW (including any examination and/or assignment, based on the approved weightings), i.e. either 50% or such higher overall passing mark as prescribed for the course, before they are considered to have completed the

relevant CEF course.

- (ii) Course providers shall keep record of the following in respect of each course for 7 years, and these documents may be inspected by SLW, HKCAAVQ and OCEF where necessary:
 - Examination questions;
 - Examination results; and
 - Marked assignment work.
- (iii) Course applicants should be given certificates and/or transcripts showing their assessment results, and dates of course completion.

F. Responsible Person

- (i) Where an application nominates an individual to serve as Responsible Person or a Course Director but who has acted in either capacity of Responsible Person or Course Director in course(s) which have been disqualified from registration within one year prior to the application or which are currently under suspension from registration, such nomination will normally be rejected and unless the course provider proposes other suitable individual to take up the relevant post, its application will not be considered. Even the application is lodged one year after the relevant de-registration, SLW will take into account the relevant individual's connection with the relevant defaulting course provider and the gravity of the breaches which led to the past de-registration to consider whether or not the individual is fit and proper to serve as Responsible Person or Course Director, as the case may be, and if so, any special conditions which should be imposed for the approval of registration.

G. Instructor/Presenters

- (i) In relation to each course, a course provider shall recruit an adequate number of appropriately qualified and experienced instructors or presenters. The appointment criteria for the instructors or presenters shall be provided in the relevant section of the Application Form of Registration.

H. Course Brochure/Publicity Material

- (i) Course providers shall provide SLW and HKCAAVQ with a copy of the course brochure and other publicity materials pertaining to the proposed course at the

time of the application.

I. Past performance record of the Course Provider

- (ii) The application from a course provider whose course(s) have been disqualified from registration within one year prior to the application or whose course(s) are currently under suspension from registration will not be considered. Even the application is lodged one year after the de-registration, SLW will take into account the course provider's past compliance record with the terms and conditions of the CEF and the gravity of the breaches which led to the past de-registration to consider whether or not the course provider is fit and proper to provide a CEF reimbursable course, and if so, any special conditions which should be imposed for the approval of registration.

SLW based on advice of HKCAAVQ must be satisfied that a course fulfils all the above requirements (where applicable) and that the course provider and the proposed Responsible Person are fit and proper before the application for registration is approved.

IX. Outcome of the Assessment

1. Approval – recommend for registration.
2. Conditional Approval – approval is subject to the fulfillment of conditions as SLW considers appropriate.
3. Non-approval with reasons.

The outcome of the assessment will be passed to the SLW for consideration. Please note that the authority in registering a course under the CEF lies with SLW.

SLW will determine whether the course is suitable for registration under the CEF taking into account the recommendations of HKCAAVQ. Any approval to be granted will be on such terms and conditions to be set out in the letter of approval to be issued by SLW to the successful course provider including a period during which the registration remains valid. The usual terms and conditions are attached to this Assessment Guide as the

Appendix for reference. SLW reserves all rights to make changes to these terms and conditions as he considers appropriate in light of the special circumstances of each case.

X. Objection to the Assessment

1. Raising an objection

If a course provider feels aggrieved by the assessment, he may raise an objection to the SLW in writing within 45 days after the date of the notice of assessment containing sufficient information concerning the alleged grounds for its objection to the assessment.

2. Consideration of objection

Provided the objection contains all relevant information, the SLW will examine the objection submitted by the course provider and inform the course provider his decision in writing within 90 days from the date of receipt of the written objection.

Objections not raised in accordance with paragraph 1 above will not be considered.

XI. The Terms and Conditions to be observed by the Course Provider

Course providers are recommended to study carefully the usual terms and conditions subject to which registration of a course as a reimbursable course is approved at the Appendix hereto (“proforma Terms and Conditions”).

XII. Timeframe for Processing the Applications

Institutions intending to submit application for registration of courses as reimbursable courses of the CEF shall submit the completed Application Form together with the assessment fee to the HKCAAVQ by post **and** by email / electronic formats.

Postal address: 10/F, Cambridge House, Taikoo Place, 979 King’s Road, Quarry Bay, HONG KONG

Email address: cef@hkcaavq.edu.hk

HKCAAVQ will only process an application after the relevant fee is settled.

Subject to the complexity of the course and the availability of all required information, HKCAAVQ will normally take, on average, 4-8 weeks for assessment of the course. Further examination of the course by SLW will normally take around 4 – 6 weeks.

A longer period may be required if it is necessary to clarify and request further information from the course provider.

XIII. Fee Schedule – Fees Payable to the HKCAAVQ

Whilst the application can relate to more than one course, the assessment fee is HK\$500 per course. The assessment fee paid is normally non-refundable.

XIV. Monitoring of Reimbursable Course

As deemed necessary, post-registration on-site inspection visit(s) may be conducted by officers from SLW, HKCAAVQ or OCEF for a registered CEF course and the course provider concerned will be required to provide relevant information about the course. This exercise is to ascertain the correctness of information submitted by CEF applicants in support of applications for reimbursement. The course provider must keep full and complete records, which should be readily available for inspection by these officers.

XV. Requirement from the Student Financial Assistance Agency

1. OCEF under the Student Financial Assistance Agency (SFAA) is responsible for processing applications from eligible CEF applicants for reimbursement of up to 80% of tuition fees paid by CEF applicants for attending courses registered as reimbursable courses with the CEF (Subject to a maximum sum of HK\$10,000 per person).
2. Course providers will be required to certify on the application form submitted by a CEF applicant in respect of the particulars concerning the CEF applicant, tuition fees paid, commencement date of the course and so on. Course providers should also submit a specimen of their stamp chop to OCEF for verification purpose.
3. To facilitate OCEF's vetting during the reimbursement stage, course providers must also state on the tuition fee receipt the date of payment received and the commencement date of the course concerned. Course providers are further required to certify on the Reimbursement Claim Form that the CEF applicant concerned has

successfully completed the course by attending no less than 70% of the contactable hours of the course (or such higher attendance requirement as prescribed for the course), and attained no less than the overall passing mark for the course as assessed by whichever method approved by SLW (including any examination and/ or assignment, based on approved weighting), i.e. either 50% or such higher overall passing mark as prescribed for the course, and the information in respect of the tuition fees paid, course commencement date and completion date provided by the CEF applicants are correct. On successful completion of the course, CEF applicants should receive from the course providers concerned suitable documentary proof which may include a certificate of award, a letter or a transcript.

4. To verify the correctness of information submitted by CEF applicants in support of applications for reimbursement, OCEF will conduct inspections of registration, tuition fees payment, attendance and completion of course records maintained by course providers. OCEF may also produce a template and ask the course providers concerned to verify the applicants' information on the template to ensure that the CEF applicants have successfully completed the course(s) and the CEF applicants have not enjoyed double subsidy/financial assistance in respect of the same course(s) under other publicly-funded financial assistance schemes. Course providers must also abide by any other conditions set by OCEF from time to time for the purpose of efficient administration of the CEF.
5. Reimbursement of tuition fees from the CEF will be made in Hong Kong currency. Course providers should collect tuition fees from the CEF applicants in Hong Kong dollars or convert tuition fees collected in foreign currency to Hong Kong dollars on the tuition fee receipts.

XVI. De-registration

Ground for de-registration

1. A Course once registered under the Continuing Education Fund (CEF) as a reimbursable course ("Registration") may be de-registered if the course provider fails to comply with the terms and conditions of approval for registration, or in other circumstances considered appropriate by SLW. The following are examples of the circumstances leading to de-registration (each a "non-compliance event"). They are not exhaustive and are explained for demonstration purposes only:
 - (a) the application for Registration of that course contains false, inaccurate or incomplete information;

- (b) all and any information or document supplied, and statements and representations made by the course provider to the Government from time to time whilst the Registration remains in effect is untrue, inaccurate or incomplete;
 - (c) the course provider does not comply with any of the terms and conditions set out in the letter issued by the Government granting approval of Registration of that course (“Letter of Approval”);
 - (d) the course provider fails to comply with instructions of the Government in respect of operations of the courses, including measures to remedy breaches;
 - (e) SLW on the advice of HKCAAVQ after an inspection or a series of inspections having been conducted considers that the course fails to meet any of the requirements specified in , the Assessment Guide, or in the Letter of Approval;
 - (f) a petition is presented or a proceeding is commenced or an order is made or an effective resolution is passed for the winding-up, insolvency, bankruptcy, administration, reorganization, reconstruction, or dissolution of the course provider otherwise than for the purpose of a solvent reconstruction or amalgamation previously approved by the Government in writing, or the course provider makes any composition or arrangement with creditors; or a receiver, administrator, trustee or similar officer has been appointed in respect of the course provider’s business or assets (or any part thereof); or
 - (g) such other circumstances as SLW deems necessary in order to ensure that the purposes of the CEF are properly achieved or the welfare and safety of CEF applicants are safeguarded.
2. Occurrence of any of the non-compliance events listed in paragraph 1 above will normally lead to de-registration of all CEF reimbursable course(s) provided by the defaulting course provider. Non-compliance events referred to in any of paragraphs 1(a) to (g) above of a less severe nature may first attract a warning in writing from OCEF to the course provider, which may also be announced through appropriate channels including the website of CEF. In the event of any subsequent occurrence of non-compliance event after a warning is given (whether in relation to the same course or a different course, and whether it is of the same type of non-compliance event or of a different type), all courses provided by the defaulting course provider and registered as reimbursable courses may be de-registered by SLW without further warning.

Procedures

3. Where it is considered necessary to de-register a course, SLW will notify the course provider of his intention to do so (“Notice of Intention to De-register”). Normally speaking, the course provider will be allowed no less than 7 calendar days following the written notification to make written representations to SLW before a final decision is made by SLW concerning the proposed de-registration (“Formal De-registration”). Any decision made by SLW shall be final and binding on the course provider. To protect the welfare of CEF applicants and the interests of the Government and CEF, the course provider will be required, pending the final decision, to cease accepting CEF applicants and commencing new classes for the courses for the purpose of CEF with immediate effect after the date when the Notice of Intention to De-register is issued to the course provider (by facsimile). If and when the Formal De-registration decision becomes final: no CEF applications for opening an account with the CEF involving a course commencement date later than the date when SLW de-registers the relevant course will be approved by OCEF. The course provider shall refund those CEF applicants who have enrolled in courses commencing after the date of issue of the Notice of Intention to De-register in full all tuition fee and other monies then paid by the CEF applicants within one month after the Formal De-registration is notified to the course provider. SLW’s intention to de-register a course will be announced through appropriate channels including the website of OCEF. The Formal De-registration will be announced in similar manners. A press release will be issued to inform the public of SLW’s Formal De-registration decision.

4. Where there is suspicion of fraud or other criminal activity committed by the course provider or its Responsible Person or Course Director (regardless of whether it is suspected to have been done so in the course of carrying out the CEF reimbursable courses or otherwise relating to such courses), SLW may suspend all the courses conducted by the course provider from their status as CEF reimbursable courses by issuing a Notice of Suspension of Registration to the course provider. SLW may also refer the case to the appropriate law enforcement agencies if it is not already under investigation by any of them. The suspension may be announced through appropriate channels including the website of OCEF and press release. Pending the outcome of the investigation by the appropriate law enforcement agencies and where applicable, the relevant criminal proceedings, the course provider shall be required to cease accepting CEF applicants and commencing new classes for the courses purportedly as CEF reimbursable courses with immediate effect after the date of the Notice of Suspension of Registration issued to the course provider (by facsimile). SLW will not consider application submitted by the course provider applying for registration of courses as reimbursable courses under the CEF whilst the suspension continues in effect regardless whether the application is lodged before or after the date of the Notice of Suspension of Registration. The course provider shall refund

the CEF applicants who have enrolled in courses commencing after the date of Notice of Suspension of Registration in full all tuition fees and other monies then paid by the CEF applicants within one month. If the outcome of the criminal proceedings leads to a conviction (which conviction is not subject to any on-going appeal to a higher court), SLW will immediately proceed to de-register all courses suspended previously by notice in writing to the course provider. Such de-registration shall be treated as a Formal De-registration mentioned in paragraph 3 above and shall be announced to the public in the same manner as specified therein.

Indemnity and follow-up

5. Upon the Formal De-registration or suspension of a course is made by SLW pursuant to paragraph 3 or 4 above as the case may be:
 - (a) no subsidy of whatsoever form will be made available by the Government or out of the CEF to the participants of the course which have enrolled to the course anytime after the date of the issue of the Notice of Intention to De-register or Notice of Suspension of Registration including but not limited to subsidy in the form of reimbursement of the fees paid by participants for the course;
 - (b) the course provider shall indemnify each of the Government, the SLW and the CEF in accordance with the indemnity clause contained in the Letter of Approval;
 - (c) none of the Government, SLW and the CEF shall be liable or responsible for all and any claim, action, proceeding, loss or damage (including any pecuniary loss, economic loss or loss of profit) which may be suffered or incurred by the course provider, participant of the course, or any other person arising from the de-registration or suspension of registration;
 - (d) the course provider shall forthwith provide to the Government all such information and documents as the Government may request in connection with the course which has been de-registered or suspended;
 - (e) the course provider shall forthwith cease accepting any new applications for the course as a CEF reimbursable course; and shall refrain from promoting the course as a CEF reimbursable course;
 - (f) SLW shall withdraw particulars of the course from the list of the reimbursable courses under the Continuing Education Fund as published on the CEF's website. In the event of a suspension, particulars of the course will be reinstated if the suspension is withdrawn;

- (g) taking into account the Formal Deregistration, SLW will not consider application submitted by the course provider applying for registration of courses as reimbursable courses under the CEF for one year commencing from the date of Formal De-registration regardless whether the application is lodged before or after the date of De-registration;
 - (h) the course provider shall refund in full the CEF applicants who have enrolled in courses which are scheduled to commence after the date of issue of the Notice of Intention to De-registration or Notice of Suspension of Registration (as the case may be), regardless of the date of their enrolment, all tuition fees and other monies then paid by them within one month after the Formal De-registration or suspension of registration.
 - (i) the course provider shall continue to run the registered courses which have commenced, for CEF applicants who have enrolled, both on or before the date of Notice of Intention to De-register or Suspension of Registration; and
 - (j) the course provider shall inform all affected CEF applicants about SLW's decision to de-register or suspend the courses.
6. Responsible Persons and Course Directors of de-registered or suspended CEF reimbursable courses, may be disqualified from acting as Responsible Person or Course Director whether for the same course provider or for a different course provider in relation to future applications including applications for course registration or applications for course amendments depending on the nature and severity of the de-registration case.

Objection to de-registration or suspension

Raising an objection

7. If the course provider feels aggrieved by a Formal De-registration or suspension, it may raise an objection to the SLW in writing within 45 days after the date of the notice of the relevant decision containing sufficient information concerning the alleged grounds for its objection to the Formal De-registration or suspension.

Consideration of objection

8. An officer who is at least one rank higher than the one who made the decision will personally examine the objection raised by the course provider and inform the course

provider in writing within 90 days from the date of receipt of the written representation lodged by the course provider. During the process, all courses remain de-registered or suspended, as the case may be.

9. Objections not raised in accordance with paragraph 7 above will not be considered.

**Proforma Terms and Conditions applicable to all courses which offered by
Continuing Education Sections of Local Self-accrediting Universities registered as
Reimbursable Courses with the Continuing Education Fund (CEF)**

Registration of Reimbursable Course with the CEF

The Secretary for Labour and Welfare's approval of registration of the course ("Course") as a reimbursable course with the CEF ("Registration") is granted on and subject to the following terms and conditions:

1. Language Courses

For any registered language courses, please ensure that students are informed of the requirements that they must fulfill before they are eligible for the reimbursement of the tuition fees.

2. Undertaking

Please kindly provide us with the undertaking enclosed which must be signed by the Head of your University. The registration will only be effective upon receipt of the duly signed undertaking.

3. Promotion

- All training providers who wish to promote the courses as a registered course under the CEF can only use the following wordings in their promotional materials or any other related documents:

"The course has been included in the list of reimbursable courses for Continuing Education Fund purposes"

"課程已加入持續進修基金可獲發還款項課程名單內"

- To avoid confusion to the public, promotion of the Course should only start after details of the Course have been published on the CEF website. For your information, the Office of Continuing Education Fund (OCEF) will post information of the Courses on its website for public reference.

- You should refrain from offering in your promotional materials any specific gifts, discount or any other concession to participants of the course.
- You shall not operate or promote CEF course with other non-CEF course/programme offered by your institution or other institution unless you have already declared and provided sufficient information at the application stage that the Course would be part of a full programme or SLW has given prior written approval to you that the course registered under the CEF become part of a full programme which is not registered under the CEF.

4. *Changes to registered courses*

- You are required to seek prior written approval from the Secretary of Labour and Welfare (SLW) for any change to the content and other details of the registered courses. Please note that any changes to the registered courses without prior approval may lead to de-registration of the courses. You should also inform SLW of any suspension, cancellation or discontinuation of the Course.

5. *Collection of Tuition Fee*

- With effect from 1 April 2010, unless otherwise permitted in writing by the SLW, you are required to collect tuition fees from participants of a Course by equal monthly instalments. You are prohibited from collecting from participants the tuition fees for the Course under any other payment schedule.

6. *De-registration*

- The Course may be de-registered or have its registration as reimbursable course status suspended in accordance with Section XV of the “Guide to Assessment of Courses for Continuing Education Sections of Local Self-accrediting Universities”. In the event of de-registration of the Course, you shall comply with and observe all the requirements specified in that section.

Labour and Welfare Bureau
March 2010

ANNEX I: SECTOR-SPECIFIC COMPETENCIES

Business Services - China Business	
<p>Courses under Business Services – China Business must be predominantly related to running or setting up a business in China. The courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:</p>	
<p>1. Background of doing business in China</p> <p>1.1 Historical development that impact on present China</p> <p>1.2 Geographical situation</p> <p>1.3 Political system</p> <p>1.4 Social aspects</p> <p>1.5 Cultural aspects</p> <p>1.6 Economic aspects</p> <p>1.7 Cultural diversity in different provinces</p> <p>1.8 Trade relation of China with other economies</p> <p>1.9 Knowledge about World Trade Organisation</p> <p>2. Laws, regulations and common practices</p> <p>2.1 Investing in China</p> <p>2.2 Taxation and accounting</p> <p>2.3 Insurance</p> <p>2.4 Customs and Excise</p> <p>2.5 Foreign exchange market</p> <p>2.6 Contracts and arbitration</p> <p>2.7 Labour (employment) market</p> <p>2.8 Marketing and advertising</p>	<p>2.9 Environmental protection, Social responsibility and Occupational safety issues</p> <p>2.10 Various aspects of patent, trademark and copyright</p> <p>2.11 Networking technique</p> <p>3. Ways of doing business in China</p> <p>3.1 Different ways of doing business in China</p> <p>3.2 The Western and Chinese ways of doing business in China</p> <p>3.3 The ways of obtaining business information in China</p> <p>4. Industry-specific areas</p> <p>4.1 Financial services</p> <p>4.2 Manufacturing</p> <p>4.3 Property development and management</p> <p>4.4 Sales</p> <p>4.5 Hotel and catering</p> <p>4.6 The CEPA-related industries</p>

Business Services – Management Skills and Knowledge

Courses under Business Services – Management Skills and Knowledge cover generic business skills applicable across different sectors, and should be conducive to running a business. Courses which aim to help learners run a business in a particular industry are not considered generic and hence will not qualify. The courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

- | | |
|--|---|
| <p>1. Mediation and negotiation</p> <p>1.1 Types of negotiation</p> <p>1.2 Key concepts relating to negotiation</p> <p>1.3 Table tactics</p> <p>1.4 Barriers to negotiation</p> <p>1.5 Overview of mediation</p> <p>1.6 Productive mediations</p> <p>2. Marketing and sales</p> <p>2.1 Concepts of marketing and its environment</p> <p>2.2 Marketing mix</p> <p>2.3 Competitive marketing strategy</p> <p>2.4 Marketing communication</p> <p>2.5 Marketing research and information</p> <p>2.6 Sales skills</p> <p>2.7 Sales management and strategy</p> <p>3. Decision making process</p> <p>3.1 Problems identification</p> <p>3.2 Causes of problems</p> <p>3.3 Solutions</p> <p>3.4 Possible consequences</p> <p>3.5 Best option</p> <p>3.6 Execution of decision</p> <p>3.7 Evaluation, analysis and minimization</p> <p>4. Business communication</p> <p>4.1 Oral communication in the workplace</p> <p>4.2 Business correspondence</p> | <p>4.3 Promotional materials</p> <p>4.4 Public presentation</p> <p>5. Business planning</p> <p>5.1 Overview of business planning</p> <p>5.2 Structure of business plans</p> <p>5.3 Executive of business plan</p> <p>5.4 Other areas of business planning</p> <p>6. Human resources management</p> <p>6.1 Concepts of Human Resources Management</p> <p>6.2 Human resources planning</p> <p>6.3 Recruitment and selection of staff</p> <p>6.4 Training and development of human assets</p> <p>6.5 Performance management</p> <p>6.6 Labour-management relations</p> <p>7. Business proposal writing</p> <p>7.1 Features of business proposals</p> <p>7.2 The planning stages</p> <p>7.3 The writing stages</p> <p>8. Entrepreneurship</p> <p>8.1 Nature of entrepreneurship and its process</p> <p>8.2 Strategic management and the entrepreneur</p> <p>8.3 Forms of business ownership</p> <p>8.4 Business plan</p> <p>8.5 Management strategies in entrepreneurship</p> |
|--|---|

Business Services – Management Skills and Knowledge (Cont'd)

Courses under Business Services – Management Skills and Knowledge cover generic business skills applicable across different sectors, and should be conducive to running a business. Courses which aim to help learners run a business in a particular industry are not considered generic and hence will not qualify. The courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

9. Setting up and running a business

- 9.1 Types of business ownership
- 9.2 Organisation designs
- 9.3 Formalities and statutory requirements in forming a company
- 9.4 Strategic management and competition strategy
- 9.5 Support from public bodies
- 9.6 Cash management
- 9.7 Techniques to enhance profitability

10. Business law

- 10.1 Legal systems of the HKSAR
- 10.2 Law of contract
- 10.3 Law regarding sales of goods
- 10.4 Law of agency
- 10.5 Bills of exchange

11. Quality management

- 11.1 Participations from stakeholders including customers, leaders, employees and partners
- 11.2 Process management
- 11.3 Quality management tools
- 11.4 Statistical techniques in quality management

12. Exhibition and event management

- 12.1 Importance of exhibitions and events
- 12.2 Exhibition planning
- 12.3 Marketing plan of events
- 12.4 Exhibition design, production and logistics

13. Inventory management

- 13.1 Importance of stock and inventory level
- 13.2 Demand forecasting
- 13.3 Order quantities
- 13.4 Inventories of different product specialties
- 13.5 Management of multiple items and multiple locations
- 13.6 Material requirements planning
- 13.7 Just-In-Time and optimized production technology

14. Project management

- 14.1 Overview of project management
- 14.2 Project management context
- 14.3 Dynamics of project teams
- 14.4 Time planning
- 14.5 Resource planning
- 14.6 Project organizations
- 14.7 Project review

15. Service management

- 15.1 Customer management
- 15.2 Service configuration
- 15.3 Customers' satisfaction
- 15.4 Service problem resolution
- 15.5 Quality of Service management
- 15.6 Service billing

Business Services – Management Skills and Knowledge (Cont'd)

Courses under Business Services – Management Skills and Knowledge cover generic business skills applicable across different sectors, and should be conducive to running a business. Courses which aim to help learners run a business in a particular industry are not considered generic and hence will not qualify. The courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

16. Business ethics

- 16.1 Overview of ethics
- 16.2 Guidelines for business ethics
- 16.3 Managerial role
- 16.4 Social responsibility
- 16.5 Ethics for the workplace

17. Crisis management

- 17.1 Understanding of crisis management
- 17.2 Potential perils
- 17.3 Crisis recognition
- 17.4 Crisis analysis
- 17.5 Solving the crises
- 17.6 Mastering the media

18. Leadership skills

- 18.1 Introduction of leadership
- 18.2 Leadership theories and styles
- 18.3 Team building
- 18.4 Principles of motivation
- 18.5 Communication skills for leaders
- 18.6 Decision-making with confidence
- 18.7 Performance management

19. Change management

- 19.1 Need and scope of change
- 19.2 Resistance to change
- 19.3 Roles of management and consultants
- 19.4 Approaches for change management

20. Acquisition and merging of companies

- 20.1 Overview of mergers and acquisitions of companies
- 20.2 Reasons for / against mergers and acquisitions
- 20.3 Target companies, investors and due diligence
- 20.4 Business valuations
- 20.5 Attack and defensive strategies and tactics
- 20.6 Key issues of mergers and acquisitions

21. Outsourcing management

- 21.1 Outsourcing concept
- 21.2 Outsourcing costs and benefits evaluation
- 21.3 Construction of contexts
- 21.4 Selection of service providers
- 21.5 Outsourcing document preparation
- 21.6 Impact on Human Resources Management
- 21.7 Implementation and monitoring

22. Production management

- 22.1 Product design and development
- 22.2 Production system design
- 22.3 Production system operation
- 22.4 Production monitoring

Business Services – Management Skills and Knowledge (Cont'd)

Courses under Business Services – Management Skills and Knowledge cover generic business skills applicable across different sectors, and should be conducive to running a business. Courses which aim to help learners run a business in a particular industry are not considered generic and hence will not qualify. The courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

23. Merchandising management

- 23.1 Merchandising scope and objectives
- 23.2 Strategic aspects of merchandising
- 23.3 Source decision-making
- 23.4 Quality management in merchandising
- 23.5 Merchandise planning
- 23.6 Product lines decisions
- 23.7 Negotiation with vendors
- 23.8 Pricing policies and adjustments
- 23.9 Merchandising systems, controls and personnel

Creative Industries

Courses under Creative Industries must enable learners to develop an idea, and then realize the idea (i.e. production) in the context of TV, film, advertising, and digital entertainment. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

1. Creativity

- 1.1 Creativity development
- 1.2 Time, value and emotion management for creativity
- 1.3 Open-mindedness and discovery of creativity

2. Film and TV programme production

- 2.1 Production management and development
- 2.2 Distribution and publicity

3. Advertising

- 3.1 Account servicing
- 3.2 Idea and copywriting
- 3.3 Production
- 3.4 Media strategy
- 3.5 Branding and market analysis
- 3.6 Art direction

4. Digital entertainment

- 4.1 Special effect
- 4.2 Game design and development
- 4.3 Digital animation
- 4.4 Multimedia

5. Music and performing art

- 5.1 Performance skills
- 5.2 Music and sound production
- 5.3 Stage design

6. Graphic design

- 6.1 Design and aesthetics
- 6.2 Creative process and development
- 6.3 Production
- 6.4 Communication and media studies

Financial Services

Courses under Financial Services should be geared towards the key areas of the industry including banking, securities, insurance and asset/ fund management. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

- | | |
|---|---|
| <p>1. Laws, regulatory framework and best practices</p> <ul style="list-style-type: none"> 1.1 Hong Kong judiciary system 1.2 Regulatory framework of the banking industry 1.3 Regulatory framework of the securities and futures industry 1.4 Regulatory framework of the mandatory provident fund industry 1.5 Regulatory framework of the insurance industry 1.6 Taxation/ anti-corruption/ personal data privacy/ equal opportunities ordinances, rules and regulations applicable to the industry <p>2. Corporate governance</p> <ul style="list-style-type: none"> 2.1 Overview of corporate governance 2.2 Internal governance 2.3 External governance <p>3. Knowledge of financial products and services</p> <ul style="list-style-type: none"> 3.1 Retail banking products and services 3.2 Commercial banking products and services 3.3 Private banking products and services 3.4 Investment banking products and services 3.5 Insurance products and services | <p>4. Corporate finance/ financial management</p> <ul style="list-style-type: none"> 4.1 Overview of corporate finance 4.2 Corporate investment decisions 4.3 Corporate financing decisions 4.4 Corporate risk management 4.5 Mergers and acquisitions 4.6 International financial management <p>5. Asset/ fund/ investment/ mandatory provident fund management</p> <ul style="list-style-type: none"> 5.1 Investment theories and principles 5.2 Investment management process 5.3 Investment research and analysis 5.4 Asset valuation 5.5 Asset allocation 5.6 Performance measurement, evaluation and attribution 5.7 Alternative investments <p>6. Financial markets dealing and stock brokerage</p> <ul style="list-style-type: none"> 6.1 Market analysis and trading strategies 6.2 Foreign exchange trading 6.3 Funding and money markets dealing 6.4 Fixed income securities dealing 6.5 Financial derivatives dealing 6.6 Stock brokerage |
|---|---|

Financial Services (Cont'd)

Courses under Financial Services should be geared towards the key areas of the industry including banking, securities, insurance and asset/ fund management. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

- | | |
|---|---|
| <p>7. Risk management/ middle office operations</p> <ul style="list-style-type: none"> 7.1 Quantitative methods 7.2 Risk management and practice <p>8. Information technology skills</p> <ul style="list-style-type: none"> 8.1 Basic concepts of information technology 8.2 Applications of information technology <p>9. Personal financial planning/ wealth management/ private banking</p> <ul style="list-style-type: none"> 9.1 Personal financial planning and process 9.2 Insurance planning 9.3 Retirement planning 9.4 Tax and asset planning 9.5 Investment planning <p>10. Operations/ deal processing/ clearing/ settlement and back office</p> <ul style="list-style-type: none"> 10.1 Overview of back office operations 10.2 Deal processing 10.3 Treasury systems and accounting 10.4 Compliance and documentation <p>11. Accounting, financial statements and credit analysis</p> <ul style="list-style-type: none"> 11.1 Financial accounting 11.2 Management accounting 11.3 Auditing 11.4 Taxation 11.5 Financial statement analysis | <p>12. Insurance</p> <ul style="list-style-type: none"> 12.1 Hong Kong insurance industry 12.2 Principles of insurance 12.3 General insurance 12.4 Long-term insurance 12.5 Insurance company operations <p>13. Development of the financial sectors in the Mainland</p> <ul style="list-style-type: none"> 13.1 Political, legal and economic systems of the People's Republic of China (PRC) 13.2 PRC financial system 13.3 Current development in PRC affecting Hong Kong financial services industry <p>14. Sales, marketing, customer relationship management and customer services</p> <ul style="list-style-type: none"> 14.1 Sales and marketing of financial services 14.2 Customer relationship management and customer services |
|---|---|

Intrapersonal and Interpersonal Skills for the Workplace

The objective of courses under this sector is to instigate a behavioural and attitude change of the trainees so that they will be better positioned to cope with the ever changing requirements in the knowledge-based society. In particular, the proposed course:

- ❖ **MUST include a “residential” element (at least two blocs of 16 hours with overnight stay) which is considered necessary to deliver the required competencies, and achieve the objective of the domain;**
- ❖ **MUST not be specifically designed for teachers or trainers;**
- ❖ **SHOULD adopt an experiential and practical training methodology; and**
- ❖ **SHOULD be designed to cover all three main components of the competence requirements i.e. Core Values, Work-related skills: Intrapersonal skills and Work-related skills: Interpersonal skills.**

1. Core Values

- 1.1 Personal integrity
 - 1.1.1. Work ethics
- 1.2 Diversity Competence
 - 1.2.1. Appreciation of Cultural Diversity
 - 1.2.2. Appreciation of Individual Diversity
- 1.3 Social Responsibility
 - 1.3.1. Environmental Protection
- 1.4 Resilience Capacity
 - 1.4.1. Handling of Adversity
- 1.5 Self-Actualization
 - 1.5.1. Self-empowerment
 - 1.5.2. Goal Setting for Personal Development

2. Work-related skills: Intrapersonal skills

- 2.1 Self-initiative
 - 2.1.1. Pro-activeness
- 2.2 Sense of Purpose on Career Development
- 2.3 Setting Goal for Career Development Learning skills
 - 2.3.1. Acquisition of skills and techniques
 - 2.3.2. Questioning Skills
- 2.4 Problem Solving Skill
 - 2.4.1. Problem Solving Skill
- 2.5 Thinking skill
 - 2.5.1. Independent thinking
- 2.6 Creativity
 - 2.6.1. Generation of new ideas
- 2.7 Self-management
 - 2.7.1. Stress management
 - 2.7.2. Emotion management
 - 2.7.3. Time management
 - 2.7.4. Money management
 - 2.7.5. Impression Management

Intrapersonal and Interpersonal Skills for the Workplace (Cont'd)

The objective of courses under this sector is to instigate a behavioural and attitude change of the trainees so that they will be better positioned to cope with the ever changing requirements in the knowledge-based society. In particular, the proposed course:

- ❖ **MUST include a “residential” element (at least two blocs of 16 hours with overnight stay) which is considered necessary to deliver the required competencies, and achieve the objective of the domain;**
- ❖ **MUST not be specifically designed for teachers or trainers;**
- ❖ **SHOULD adopt an experiential and practical training methodology; and**
- ❖ **SHOULD be designed to cover all three main components of the competence requirements i.e. Core Values, Work-related skills: Intrapersonal skills and Work-related skills: Interpersonal skills.**

3. Work-related skills: Interpersonal skills

- 3.1 Communication Skill
 - 3.1.1. Presentation Skill
 - 3.1.2. Listening Skills
- 3.2 Team Building
 - 3.2.1. Devotion to the organization’s well-being
- 3.3 Leadership
 - 3.3.1. Taking responsibility and accountability
- 3.4 Working with Others
 - 3.4.1. Working in Partnership
 - 3.4.2. Conflict Management

Language

(English, Putonghua, Written Chinese, French, Spanish, German Korean, Japanese, Italian and Russian)

Courses under Language should be geared towards the language requirements in the workplace. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

1. Language and Communication skills

- 1.1 Essential language skills including listening, speaking, reading and writing
- 1.2 Learning to learn skills
- 1.3 Mediation skills for Translation
- 1.4 Communication skills

2. Workplace and real life applications

- 2.1 Language skills for workplace and real life applications

3. Cultural aspects of communication

- 3.1 Skills in cultural aspects of communication

Logistics

Courses under Logistics should be geared towards the needs of the industry. Generic skills which are not specific to the industry are not admissible under this sector. In particular, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

1. General principles of supply chain

- 1.1 Essential components in a supply chain
- 1.2 Supply chain models
- 1.3 IT in the supply chain
- 1.4 Logistics planning
- 1.5 Purchasing & procurement
- 1.6 Inventory management & Material Handling
- 1.7 Packaging
- 1.8 Transport
- 1.9 Reserve logistics

2. E-logistics

- 2.1 Functions of different components in information systems
- 2.2 Suitability of hardware and software
- 2.3 Networks and information communications
- 2.4 Managing information systems for logistics operations
- 2.5 Technologies on Intelligent Transport System (ITS) and logistics operations
- 2.6 Security management for IT for logistics

3. Transport operation and practices

- 3.1 Containerization
- 3.2 Individual mode (sea, air, land – unit of carriage, types of services & route pattern, terminal operations, procedures, documentation, rates/tariff, Freight Forwarder (FF))
- 3.3 Multi-modal operations
- 3.4 Safety and security

4. International aspects

- 4.1 Relationship between international trade and logistics operations
- 4.2 Export and import procedure and documentation
- 4.3 Trade terms and common trade logistics practices
- 4.4 Customs control in trade logistics
- 4.5 International standards and regulations

5. Legal aspects

- 5.1 Contract of affreightment
- 5.2 Copyright law
- 5.3 Contract law
- 5.4 Incoterms
- 5.5 Insurance law
- 5.6 Anti-corruption law
- 5.7 Warsaw convention

Logistics (Cont'd)

Courses under Logistics should be geared towards the needs of the industry. Generic skills which are not specific to the industry are not admissible under this sector. In particular, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

6. China elements

- 6.1 Mainland and Hong Kong Closer Economic Partnership Arrangement
- 6.2 Regulatory regime for imports & exports and logistics industry
- 6.3 Mainland customs system
- 6.4 Distribution and logistics services in the Mainland
- 6.5 Transport and logistics infrastructure developments in the Mainland
- 6.6 Cargo insurance practices in Mainland China
- 6.7 Ethical issues in the Mainland

7. Procurement

- 7.1 The procurement processes and contribution in supply chain
- 7.2 Design of a global sourcing system
- 7.3 The stock-taking processes and procedures
- 7.4 Determination of safety stock
- 7.5 The application of various strategic procurement models
- 7.6 Supplier selection processes and strategies
- 7.7 Effective use of negotiation skills
- 7.8 The processes of procurement and its role in supply chain

8. Warehouse management

- 8.1 Warehouse layout and workflow design
- 8.2 Types of warehouse and storage methods
- 8.3 Types of mechanical handling equipment and applications
- 8.4 Importance of inventory strategy in SCM
- 8.5 Major activities in warehouse operations
- 8.6 Common inventory management activities
- 8.7 Skills required in warehouse management
- 8.8 Bar-coding application in business processes

Logistics (Cont'd)

Courses under Logistics should be geared towards the needs of the industry. Generic skills which are not specific to the industry are not admissible under this sector. In particular, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

9. Occupational health and safety

9.1 Occupational Safety and Health Ordinance and Factories and Industrial Undertaking Ordinance

9.2 Responsibilities and duties of proprietors, employees and occupiers of premises

9.3 Implementation of safety management system in a workplace environment

9.4 Occupational Health and Safety problems faced by logistics practitioners

9.5 Possible control measures / safety precautions

9.6 Lifting/ moving an object manually

9.7 Injuries related to prolonged driving

9.8 Operating machinery and equipment

9.9 Operating a fork-lift truck

9.10 Operating procedures and precaution measures for safe storage and stacking

9.11 Preventing musculoskeletal disorders

9.12 Transporting dangerous goods

9.13 Alleviating the work stress

9.14 Risk assessment according to the Occupational Safety and Health (Display Screen Equipment) Regulation

9.15 Proper working postures in using computers

9.16 Promotion and implementation of 5S as an efficient tool for good housekeeping in a workplace environment

Product & Digital Design

Courses under Product & Digital Design should aim to upgrade skills and knowledge in the design industry. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

1. Concept development

- 1.1 Critical and creative thinking process
- 1.2 Mind mapping and brainstorming skills
- 1.3 Building creative criteria for development

2. Design in a global environment

- 2.1 Global market distribution and features
- 2.2 Cultural studies – tradition, trend and style
- 2.3 Design history
- 2.4 Regulations in different countries
- 2.5 Environmental requirements in different countries

3. Marketing knowledge for design

- 3.1 Market targeting and segmentation
- 3.2 Product life cycle
- 3.3 Product positioning
- 3.4 Product development management
- 3.5 Customer needs
- 3.6 Customer satisfaction study
- 3.7 Market research and analysis

4. Branding and design management

- 4.1 Corporate brand and corporate identity
- 4.2 Design project management
- 4.3 Design strategy

5. Design skills

- 5.1 Ideas generation skills
- 5.2 Problem-solving techniques
- 5.3 Drawing, rendering and visualization
- 5.4 Project research and analysis
- 5.5 Design methodology
- 5.6 Interactive design

6. Communication and presentation skills

- 6.1 Core presentation skills
- 6.2 Project presentation skills

7. Computer aided design applications

- 7.1 2D and 3D computer graphic manipulation
- 7.2 Information and data exchange for multi-discipline design activities
- 7.3 Digital visualization skills
- 7.4 Ideas development through digital parametric design skills

8. Material study

- 8.1 Material applied technology
- 8.2 Material safety standards in different countries
- 8.3 Latest development of new materials
- 8.4 Material properties for design

Tourism Industry

Courses under Tourism Industry should be geared towards the needs of the industry. Generic skills which are not specific to the industry are not admissible under this sector. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

- 1. Knowledge of different aspects of the Mainland and Hong Kong**
 - 1.1 General situation of the Mainland and Hong Kong
- 2. HKSAR Government rules and regulations (Tourism Specific)**
 - 2.1 Law of contract
 - 2.2 Law of tort
 - 2.3 Agency law
 - 2.4 Occupier's liability
 - 2.5 Consumer's right
 - 2.6 License application
 - 2.7 Anti-corruption law
- 3. Emerging trends and opportunities in tourism**
 - 3.1 Specialized / alternative tourism products
 - 3.2 Consumer behaviour in tourism
 - 3.3 Tourism marketing research
 - 3.4 Marketing environment in tourism
 - 3.5 Tourism market segmentation
 - 3.6 Marketing plan
 - 3.7 Eco-tourism
 - 3.8 Heritage tourism
- 4. Standards and ethics**
 - 4.1 Code of conducts of travel and tourism organizations
 - 4.2 Code of conducts of travel and tourism personnel

- 5. Insurance and liability**
 - 5.1 Travel insurance
 - 5.2 Liability of travel and tourism organization
- 6. Tourism and hospitality management**
 - 6.1 Tourism itinerary planning, operation and management
 - 6.2 Events management
 - 6.3 Theme park management
 - 6.4 Club management
 - 6.5 Risk management
 - 6.6 Crisis management
- 7. Service quality management**
 - 7.1 Cultural awareness
 - 7.2 Customer service
 - 7.3 Customer relationship management
 - 7.4 Complaint handling skills
- 8. Financial management**
 - 8.1 Funding and financial management of tourism project
 - 8.2 Yield management of travel and tourism organizations
 - 8.3 Accounting and bookkeeping of travel and tourism organizations
- 9. Communication skills**
 - 9.1 English training for the tourism industry
 - 9.2 Putonghua training (普通話培訓) for the tourism industry
 - 9.3 IT applications in travel & tourism organizations

Tourism Industry(Cont'd)

Courses under Tourism Industry should be geared towards the needs of the industry. Generic skills which are not specific to the industry are not admissible under this sector. Specifically, the courses should enable learners to acquire or develop the relevant knowledge and skills in the following areas:

10. Tourism & transport

- 10.1 Air transport
- 10.2 Water transport
- 10.3 Rail transport
- 10.4 Motorcoach
- 10.5 Car rental products & reservation

ANNEX II: WORKPLACE ENGLISH BENCHMARKS AND INTERNATIONAL TESTS

International English Language Tests and Examination Bodies/Agents	Tests and Examinations
BULATS British Council (Tel : 2913 5100)	BULATS Standard
CPBE The Hong Kong Polytechnic University (Tel : 3400 2732/3400 2733)	BULATS Standard
In Learning Centre (Tel : 3188 4567)	BULATS Standard
The Language Key (Tel : 2517 7725)	BULATS Standard BULATS Speaking BULATS Writing
SPACE, HKU (Tel: 2975 5765)	BULATS Standard BULATS Speaking BULATS Writing
Wall Street Institute (Tel : 2575 6888)	BULATS Computer
Englishtown (Hong Kong) Limited (Tel: 3113 3583)	BULATS Computer
BEC British Council 英國文化協會 (Tel : 2913 5100) CPBE The Hong Kong Polytechnic University (Tel : 3400 2732/3400 2733)	BEC Preliminary (BEC1) BEC Vantage (BEC2) BEC Higher (BEC3)
LCCIEB Educational Resources (HK) Ltd. (Tel : 3102 0100)	ELSA Listening & Reading ELSA Speaking ELSA Writing I ELSA Writing II
LCCIEB Educational Resources (HK) Ltd. (Tel : 3102 0100)	EFB EFB Oral # EFC EFC Oral # SEFIC # WEFT

International English Language Tests and Examination Bodies/Agents	Tests and Examinations
Versant™ Pearson (email: stephen.hindle@pearson.com)	Versant for English with open questions (formerly known as Phone Pass SET – 10)
TOEIC Institute of International Education (Tel : 2603 5771)	TOEIC TOEIC Bridge #
Pitman Sir Isaac Pitman Ltd. South China Office (Tel : 2832 5833)	EOS EBC IESOL (formerly known as ESOL) ISESOL (formerly known as SESOL)
IELTS* British Council (Tel : 2913 5100) IDP Education Australia HK (Tel : 2827 6362)	IELTS # (Academic Module)
Trinity English for Asia (Tel : 2366 3792)	Trinity GESE # Trinity ISE #

* IELTS is one of the specified benchmark examinations for reimbursement purpose under the CEF. It is listed as a specified examination by WEC under certain conditions. For details, please visit the website, www.english.gov.hk.

These examinations were included as specified examinations under the Workplace English Campaign with effect from 1 January 2005. CEF applicants studying English courses are eligible to seek reimbursement of fees if the examinations were taken on or after 1 January 2005.

ANNEX III: PUBLIC EXAMINATIONS FOR REIMBURSABLE PUTONGHUA, FRENCH, GERMAN AND JAPANESE COURSES

Putonghua

- (1) The PSC test (普通話水平測試) recognised by the State Language and Writing Commission (國家語言文字工作委員會);
- (2) The following tests offered by the Hong Kong Examinations and Assessment Authority –
 - i) Test of Proficiency in Putonghua (普通話水平測試);
 - ii) Test of Advanced Proficiency in Putonghua (普通話高級水平測試); and
 - iii) Hong Kong Certificate of Education Examination (香港中學會考)

French

- (1) General Certificate of Secondary Education (GCSE) Examinations (London Examinations) “Ordinary Level”
- (2) Hong Kong Certificate of Education Examination (HKCEE);
- (3) Test de Connaissance du Francais (TCF);
- (4) Diplome d’Etudes en Langue Francaise (DELFF)
- Diplome Approfondi de Langue Francaise (DALF)
- (5) French BULATS

German

- (1) General Certificate of Secondary Education (GCSE) Examinations (London Examinations) “Ordinary Level”
- (2) German BULATS;
- (3) Goethe-Institut Inter Nationes
 - Zertifikat Deutsch (ZD)
 - Start Deutsch 1 and Start Deutsch 2
 - Zertifikat Deutsch für den Beruf (ZDfB)
 - Zentrale Mittelstufenprüfung (ZMP)
- (4) TestDaF

Japanese

- (1) Japanese Language Proficiency Test;
- (2) Business Japanese Proficiency Test (BJT);
- (3) General Certificate of Secondary Education (GCSE) Examinations (London Examinations) “Advanced Level”

Korean

- (1) Test of Proficiency in Korean (TOPIK)
- (2) Korean Language Proficiency Test (KLPT)

Spanish

- (1) Spanish BULATS
- (2) International General Certificate of Secondary Education (IGCSE)

Examinations (London Examinations)

(3) Diploma de Espanol Lengua Extranjera (DELE)

Russian

(1) Test of Russian as a Foreign Language (TORFL)

Italian

(1) Progetto Lingua Italiana Dante Alighieri (PLIDA)