

Year **1** EntrySSSDP JUPAS
Catalogue No.
JSSV04Year **3** EntrySelf-financed
MH125106Hong Kong's only locally accredited
Culinary Arts Management Degree Programme**Bachelor of Arts
(Honours) in Culinary
Arts and
Management****廚藝及管理
(榮譽) 文學士****PROGRAMME HIGHLIGHTS**

- Integrate culinary arts with professional management elements
- Instill knowledge and skills in food culture, recipe and menu development, catering and dining experience management to develop all-round professionals
- Acquire up-to-date culinary arts and management skills through professional training facilities and extensive internships

● Programme Overview

This programme aims to develop students into a new generation of catering management professionals to serve the workforce demands of the hospitality and catering industry locally and regionally. The programme integrates culinary arts with professional management knowledge and skills. It encourages creativity and curiosity to develop intellectual critical thinking and problem solving abilities. Students immerse in Chinese and Western culinary practices interspersed with food science and culinary-related design underpinned by a business management framework. This programme is included in the Government's Study Subsidy Scheme for Designated Professions/Sectors in the 2022/23 academic year to fulfill industry's demand for professionals.

● Career Prospects

Graduates start their careers as management trainees in hospitality and catering operations, where they can excel their culinary knowledge and skills. After gaining further experience, they could advance to senior management or entrepreneurial positions, such as food consultants, food stylists or food critics.

● Professional Recognition

This programme has been accredited by the Institute of Hospitality (UK).



For year-3 online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission

Industry Endorsement

"Having a relevant bachelor degree has become an important requirement for the F&B industry. Culinary Arts and Management (CAM) degree programme offered by Faculty of Management Hospitality (FMH) at THEi is a unique program to nurture culinary talents and leaders in the hospitality industry. Apart from a balance of theory and practical components, the students also engage with project-based learning in developing recipes and business plan, as well as conducting food-related research. We feel honoured to be one of the Work-integrated Learning partners to offer practical work experience to CAM students. We look forward to hiring work-capable graduates in the near future."



Uwe OPOCENSKY

Executive Chef
Island Shangri-La, Hong Kong

Graduate Endorsement

"Because of my passion in food, I took up the programme. At THEi, I was fortunate enough to intern at EL celler de can roca in Spain in 2017 summer, which was an eye-opening experience to me."



CHAN Man Yee, Natalie

2019 Graduate

Industry Endorsement

"A degree in Culinary Arts puts the graduates in an advantageous position when it comes to career progression. THEi's Bachelor of Arts (Honours) in Culinary Arts and Management is a great starting point on your culinary career journey. It will give you a good head start and have a better understanding of one of the most exciting industries in the world - the F&B industry! It will provide you with a strong foundation of knowledge to build upon in the future; applying theory into practical application in a 5 star property with multiple outlets. Get first-hand experience in the intricacies of Michelin starred Cantonese cuisine, to cooking high volume-high quality banquet events, to producing and serving up to 700 guests in an all-day dining buffet, to a la carte western semi-fine dining concept, and much more. You will learn how a multimillion dollar operation runs smoothly, efficiently and consistently on a daily basis with great teamwork while engaging the guests to help build great memories. Your degree will be your passport to travel the world while building your future. In an ever competitive world, it is in every student's best interest to get an advantage while embarking on your culinary adventure. Let us set you on the right direction."



Paul MCLOUGHLIN

Culinary Director
Cordis, Hong Kong

Programme Structure

Year 1

General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

Industry/Profession Specific Module

- Science Fundamentals for Catering
- Business Management Fundamentals
- Food Cost Control & Yield Management
- Food Nutrition
- Cuisine Culture
- Western Culinary Fundamentals
- Chinese Culinary Fundamentals

Year 2

General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1
- General Education Elective 2

Industry/Profession Specific Module

- Regional Chinese Culinary Arts
- Western Culinary Arts
- Accounting for Management
- Marketing Management
- Human Resources Management
- Food Production Operations
- Business Ethics & Law
- Recipe Development

Year 3

General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes

Industry/Profession Specific Module

- Kitchen Operations Management
- Catering Events Management
- Gastronomy
- Menu Development & Food Styling
- Wine, Spirits & Food Affinities
- Food Hygiene & Sanitation
- Dining Experience & the Senses
- Entrepreneurship
- Research Methods & Data Analysis
- Work-integrated Learning

Year 4

General Education Module

- General Education Elective 3
- General Education Elective 4

Industry/Profession Specific Module

- Final Year Project (Part 1)
- Final Year Project (Part 2)
- Food Supply Chain Management
- Trends & Innovations in Culinary Arts
- Quality Evaluation of Foods & Beverages
- Mass Catering Food Production
- Programme Elective 1
- Programme Elective 2

Programme Electives*

- Chinese Dim Sum Fundamentals
- Chinese Feasts Operation & Management
- Crisis Management for the Restaurant Industry
- Bar & Beverage Management

- Departmental Budgeting & Control
- eBusiness for Hotels
- Food Photography & Communication
- International Business Environment

- Meat & Seafood Identification & Fabrication
- Organisational Behaviour & Leadership
- Restaurant Environmental Management
- Strategic Management



* Additional modules will be offered and modules offerings are subject to changes. Students may be required to attend additional training and industrial attachments, for which separate fees will be charged. Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.



PROGRAMME HIGHLIGHTS

- Provide balanced training in hotel operations and professional management
- Cover key areas, including food and beverage management, front office operations, housekeeping, finance, human resources, marketing and e-business, to prepare for careers in the hospitality industry
- Adopt a work-integrated learning approach through internships and industry projects

● Programme Overview

This programme aims to nurture a new generation of professionals for the rapidly developing hotel sector in Hong Kong as well as in the region. In order to equip students with strong theory and practical knowledge and skills in hotel operations management, a broad range of hotel topics including food & beverage management, front office and housekeeping management, hotel revenue management, and staff development and training will be covered in the programme. Via internship opportunities, this programme will also help students to identify and strengthen their career aspirations by integrating classroom knowledge with the practice of work within actual hotel settings.

● Career Prospects

After obtaining relevant operational experience in the hotel/hospitality industry, graduates will be capable of assuming managerial positions such as restaurant manager, catering manager, front office manager, housekeeping manager, or revenue manager in local, regional or global hotel/hospitality companies (e.g., hotel and resort companies, conference and exhibition centres, private and country clubs, and theme parks).

● Professional Recognition

This programme has been accredited by the internationally-renowned Institute of Hospitality (UK). The programme achieved Observer of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/002733/L5
Registration Validity Period: 01/09/2014 To 31/08/2024

For online application:
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www.vtc.edu.hk/admission

Industry Endorsement

"THEi's professional academic team has always been proactive in building industry connections for a comprehensive educational development. We look forward to further collaborations and learning opportunities in grooming the future talents for our industry."

Ronald POON

Director
Talent Development, Rosewood Hong Kong



Graduate Endorsement

"THEi provides various opportunities for students in developing the passion and skills required by the hotel industry. Apart from frequent hotel visits and part-time opportunities, the 3-month internship program brought me a lot of industrial exposure and hence prepared me for future career."

The academic exchange programme in Germany also enhanced my interpersonal skills and cultivated me with international insight."

LEUNG Sin Yi, Kelly

2020 Graduate
Guest Service Officer, Grand Hyatt Hong Kong
Exchange Student to the Trier University of Applied Science, Germany



Programme Structure

Year 1

General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

Industry/Profession Specific Module

- Hotel Operations Fundamentals
- Food & Beverage Operations
- Business Management Fundamentals
- Wine, Spirits & Food Affinities
- Hotel Industry in Context
- Food & Beverage Practices
- Food Hygiene & Safety
- Tourism Studies

Year 2

General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1

Industry/Profession Specific Module

- Food & Beverage Planning & Simulations
- Marketing Management
- Accounting for Management
- eBusiness for Hotels
- Housekeeping Management
- Front Office Management
- Human Resources Management

Year 3

General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 2

Industry/Profession Specific Module

- Programme Elective 1
- Programme Elective 2
- Entrepreneurship
- Hotel Revenue Management
- Staff Training & Development
- Hospitality Property & Facilities Management
- Research Methods & Data Analysis
- Work-integrated Learning

Year 4

General Education Module

- General Education Elective 3
- General Education Elective 4

Industry/Profession Specific Module

- Programme Elective 3
- Programme Elective 4
- Programme Elective 5
- Final Year Project (Part 1)
- Final Year Project (Part 2)
- Contemporary Issues in Hotels
- Customer Service Management
- Catering Events Management
- Business Ethics & Law

Work-integrated Learning Experience



• Hong Kong Ocean Park Marriott Hotel



• Hong Kong Disneyland Hotel



• St Regis Hong Kong

