

Part B : Project Summary

Project Title : Career-Related Learning Experience in Food Industry - Research and Development Processes in Chinese Cultural Foods	Project Number : 2009/0088 (Revised)
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Name of Organisation

Hong Kong Christian Service Kwun Tong Vocational Training Centre

(I) Goals :

- (i) Students are able to develop their career aspirations and opportunities in food industry through the learning experiences and participation in the research and product development processes in Chinese Cultural foods introduced and supported by food industries in Hong Kong.
- (ii) Teachers are given an overview of the programme and related practices with Chinese cultural foods. Teachers are encouraged and supported to conduct the programme in their schools.

Objectives

- (i) To raise S4 students' interest and knowledge of Chinese Cultural foods specifically in bakery and Cantonese roast meats with practices in research and development processes.
- (ii) To provide career related information and experiences of the trade.
- (iii) To appreciate the developmental prospects of the Chinese Cultural foods industry and the possible career links.

(II) Targets

Expected number of beneficiaries:-

- (i) A maximum of 40 teachers from different secondary schools will be invited to attend a 9-hour workshop.
- (ii) A maximum of 160 S4 students will participate in the programme.
- (iii) Teachers of the participating schools will also be invited to a half-day visit to food industries in Hong Kong with the students.
- (iv) A product marketing survey will be undertaken by the students in their schools with a critical review of the findings for their participation in the research and development processes. A newsletter will be circulated to all secondary schools and posted on the web, benefiting all secondary students and personnel interested in the subject.

(III) Implementation Plan

- (i) Duration : 11 months within the period from 1 May 2010 to 31 March 2011
- (ii) Schedule/Process

Schedule	Process
(1) May - June 2010	A nine-hour introductory workshop in 3 sessions for teachers in the programme and selection of a maximum of 40 students per class totalling 4 classes for the programme
(2) June - August 2010	Conduct of 18-hour programme in 6 sessions to 2 classes
(3) August - Sept 2010	Visit in Hong Kong and conduct of marketing survey with analyses for 2 classes
(4) Sept - Oct 2010	Critical review of the survey and analysis
(5) Oct - Dec 2010	Conduct of 18-hour programme in 6 sessions to the other 2 classes
(6) Dec 2010 - Jan 2011	Visit in Hong Kong and conduct of marketing survey with analyses for 2 classes
(7) Jan - Feb 2011	Critical review of the survey and analysis
(8) Feb - March 2011	Preparation of Newsletter and dissemination to schools

- (iii) Collaboration with other partner: The Hong Kong Food Hygiene Administrators Association

(IV) Products/Outcomes**(i) Products**

- (a) A 9-hour workshop for teachers in introducing the programme and its relationship with Chinese Cultural Foods.
- (b) An 18-hour learning programme with demonstration and activities plus a half-day visit to relevant food industry in Hong Kong will be provided to students and their teachers.
- (c) A product marketing survey with analysis will be undertaken by students in their schools for food products produced.
- (d) A newsletter will be prepared for distribution to schools and posting on web.

(ii) Outcomes

- (a) Teachers have a better understanding of the programme and career-related learning experience in Chinese Cultural Food.
- (b) Students are more aware of the career prospects and opportunities of the Hong Kong Food Industries.
- (c) Students' interest and understanding of Chinese Cultural foods will be enhanced by the participation in the research and development processes of their choice.
- (d) Students will receive a programme completion certificate and those who pass the test on food hygiene and safety will be awarded the Level 2 Award in Food Safety in Catering of the Chartered Institute of Environmental Health (CIEH), U.K.

(V) Budget under grouped items

(a) Staff cost	:	\$154,350
(b) Programme expenses	:	\$134,200
(c) General expenses	:	\$ 5,000
Total	:	<u>\$293,600</u> (Round up to the nearest 100 dollars)

(IV) Evaluation

- (i) **Programme indicator** : The CIEH test result and food product marketing survey report.
- (ii) **Outcome measurements** : Questionnaire survey