

**Specification of Competency Standards  
for the Chinese Catering Industry  
Unit of Competency**

1. Title	Build up personal outlook and image of executives in the Chinese catering industry
2. Code	CCZZSM401A
3. Level	4
4. Credit	3
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand the importance of personal outlook and appearance of executives in the Chinese catering industry</p> <ul style="list-style-type: none"> <li>◆ Know how to develop cognitive theory model from personal behaviors</li> <li>◆ Know about the origin of international etiquette</li> <li>◆ Know about the classification of different etiquettes</li> </ul> <p>5.2 Master the distinguishing ability of personal image</p> <ul style="list-style-type: none"> <li>◆ Build up a good personal image</li> <li>◆ Know about the effects of personal outlook on customers and corporate image</li> </ul> <p>5.3 Understand the conversation and communication skills required for executives in the Chinese catering industry</p> <ul style="list-style-type: none"> <li>◆ Know about the qualities required for practitioners in the catering industry</li> <li>◆ Know about the essentials of communications</li> <li>◆ Understand the effects of body languages on communications</li> <li>◆ Understand the effects of self-cultivation on personal outlook</li> <li>◆ Possess good attitude of people interactions</li> <li>◆ Master social etiquettes and identify the differences between man and woman etiquettes</li> </ul> <p>5.4 Build up personal outlook and image of executives in the Chinese catering industry</p> <ul style="list-style-type: none"> <li>◆ Build up personal outlook and image of executives in the Chinese catering industry in order to establish good communication channels with customers</li> </ul>
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to build up personal outlook and image of executives, establish up good communication channels with customers and assist in public relation duties in Chinese Restaurants.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to build up good personal outlook and image of executives, master social etiquettes and build up good communication channels with customers.
8. Remarks	This unit of competency is applicable to staff engaged in management in Chinese restaurants.