

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

1. Title	Innovate multinational enterprise management in the catering industry
2. Code	CCZZMS703A
3. Level	7
4. Credit	4
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master multinational management cultures and skills</p> <ul style="list-style-type: none"> <li>◆ Know about the effects of culture on multinational enterprise management</li> <li>◆ Master the communication skills in different cultures</li> <li>◆ Master the cross-cultural negotiation skills</li> <li>◆ Master the decision-making skills of multinational enterprises</li> </ul> <p>5.2 Know about the formulation and implementation of the operation strategies in multinational enterprises</p> <ul style="list-style-type: none"> <li>◆ Know about the formation and development of operation strategies in multinational enterprises</li> <li>◆ Know about multinational alliance and strategy implementation</li> <li>◆ Know about various kinds of organizational structures and coordination/supervision of multinational enterprises</li> </ul> <p>5.3 Innovate multinational enterprise management in the catering industry</p> <ul style="list-style-type: none"> <li>◆ Innovate multinational enterprise management in the catering industry and improve corporate performance</li> </ul>
6. Range	While working in Chinese restaurants or relevant workplaces, practitioners should be able to master the management culture and skills in multinational enterprises and devise innovative operation strategies.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) the abilities to master the management culture and skills in multinational enterprises and devise innovative operation strategies.
8. Remarks	This unit of competency is applicable to administrators engaged in management in multinational restaurant groups.