SUMMARY ACCREDITATION REPORT

HANG SENG MANAGEMENT COLLEGE

PROGRAMME VALIDATION

BACHELOR OF ARTS (HONOURS) IN CHINESE

APRIL 2015
This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ’s determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

1.1 Established in 2010, Hang Seng Management College is a degree-awarding institution successfully registered under the Post Secondary Colleges Ordinance (Cap 320). It now offers a total of 10 degree programmes and one associate degree programme accredited by the HKCAAVQ.

1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by the Hang Seng Management College (the College) to conduct a programme validation exercise with the following Terms of Reference:

(a) To determine whether the Bachelor of Arts (Honours) in Chinese Programme offered by the Hang Seng Management College meets the stated objectives and Qualifications Framework (QF) standard and can be offered as an accredited programme from the 2015/16 academic year; and

(b) To issue to the College an accreditation report setting out the HKCAAVQ's determination in relation to (a) above.

1.3 A site visit took place on 4-5 February 2015.

2. HKCAAVQ’s Accreditation Determination

Having due consideration of the accreditation panel’s observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

2.1 Programme Validation

- Approval
| Name of Operator          | Hang Seng Management College  
|--------------------------|-----------------------------|
| Name of Award Granting Body | Hang Seng Management College  
| Title of Learning Programme | Bachelor of Arts (Honours) in Chinese Programme  
| Title of Qualification (Exit Award) | Bachelor of Arts (Honours) in Chinese  
| Primary Area of Study / Training | Languages, Translation and Literature  
| Other Area of Study / Training | Not applicable  
| QF Level | Level 5  
| QF Credit | Not applicable  
| Mode of Delivery and Programme Length | Full-time, 4 years  
| Start date of Validity Period | 1 September 2015  
| End date of Validity Period | 31 August 2020  
| Number of Enrolments | One enrolment per year  
| Maximum Number of New Students | Year 1 Entry – 40 per year  
| Specification of Competency Standards Based Programme | ☐ Yes ☑ No  
| Address of Teaching Venue | Hang Shin Link, Siu Lek Yuen, Shatin, New Territories  

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2.1.1 Requirement

(a) The College is to incorporate the inter-disciplinary and multi-disciplinary knowledge in the Major modules of Year 2 to Year 4 of its choice in order to achieve the programme intended learning outcome that expects graduates to learn independently, and address professional and personal challenges using the inter-disciplinary and multi-disciplinary knowledge acquired.

(b) The College is to submit a report to the HKCAAVQ on the fulfilment of the above requirement on or before 31 March 2016.

2.1.2 Recommendations

(a) The College should inform students in advance in writing of the exact medium of instruction before students are required to select elective modules.

(b) The College should revise its quality assurance policy to include the process of review by the Internal Validation Panel which is currently in place in the College.

(c) The College should review the GPA requirement to allow more students to participate in Internship.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- To encourage students to think independently and creatively, and to become autonomous learners for life-long learning through incorporating multi-disciplinary elements;
- To equip students with interpersonal and communication skills in preparation for them to take up leading roles in their careers;
- To nurture students into upright citizens who are ready to shoulder responsibilities for their profession and society;
- To encourage students to concern themselves with global issues and to appreciate the refined elements of local culture, through which they can apply their knowledge to the proper context;
To teach students comprehensive and practical skills about language so as to enhance their language abilities and boost their confidence;

To increase their cultural literacy through consolidating their knowledge of Chinese language and literature; and

To equip students with analytical and problem-solving skills and guide them in exploring their creativity, through which they will become competent in pursuing an academic path or a career related to language and creation.

3.2 Programme Intended Learning Outcomes

- manage to learn independently, and address professional and personal challenges using the inter-disciplinary and multi-disciplinary knowledge acquired;
- possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaboration;
- evaluate own contributions and responsibilities in becoming responsible employees and leaders;
- possess broad horizons, develop an informed understanding of Chinese and Western cultures, and be investigative about various global issues and developments related to business, politics, cultures, society, science and technology;
- command good Chinese writing skills, and communicate and collaborate with others with fluent Cantonese, Mandarin and good English in the trilingual society;
- command the knowledge and theories of Chinese language, literature and cultures, and apply them in their daily life, work, and relevant academic research; and
- cultivate innovative thinking, aesthetic appreciation of arts, analytical and problem-solving skills with knowledge and theories of Chinese language, literature and cultures.
### 3.3 Programme Structure

<table>
<thead>
<tr>
<th>Components</th>
<th>Number of Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 1</td>
<td>Year 2</td>
</tr>
<tr>
<td>a) Major</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Core modules</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>- Elective</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>modules including 2 common business modules</td>
<td></td>
</tr>
<tr>
<td>b) Common Core</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>- General</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>- English</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Language</td>
<td></td>
</tr>
<tr>
<td>- Quantitative</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Methods &amp; IT Skills</td>
<td></td>
</tr>
<tr>
<td>c) Free Elective</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>90</td>
</tr>
</tbody>
</table>

### 3.4 Graduation Requirements

- completed and obtained a Grade D or above on at least 120 credits (40 modules), including all core modules;
- obtained a cumulative GPA of at least 2.0;
- fulfilled the College’s English language competency exit requirement for Degree Students;
- attained Third Class Grade A in Putonghua Proficiency Test (Putonghua Shuiping Ceshi);
- passed the College’s Information Technology Proficiency Test; and
- fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme.

### 3.5 Admission Requirements

**Hong Kong Diploma of Secondary Education Examination**

- Level 3 or above in Chinese Language and English Language; and Level 2 or above in Mathematics, Liberal Studies and one other subject.
Hong Kong Advanced Level Examination
- Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects; and 5 passes in HKCEE including Chinese Language, English Language and Mathematics.

International Baccalaureate (IB) Diploma Programme
- 24 points (including 3 subjects at Higher Level and 3 at Standard Level, 12 points or above to be obtained from subjects at Higher Level); and subject of Chinese should be included.

Non-standard Entry Routes
- Apart from the admission requirements listed above, the College also considers applicants on a case-by-case basis through non-standard entry routes which include:
  i. Mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years’ work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study; and
  ii. Admission on advanced standing, considered by the Advanced Standing Sub-Committee under the Admissions Committee.

Non-local Qualifications
- Applicants with non-local qualifications are considered on a case-by-case basis based on the minimum requirements as specified by the College.

3.6 Graduate Profile
- Please refer to Appendix.

4. Substantial Change

4.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval from HKCAAVQ.

5. Qualifications Register

5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at http://www.hkqr.gov.hk for recognition under the Qualifications Framework (QF). The Operator should apply
separately to have their quality-assured qualifications entered into the QR.

5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 15/131
File Reference: 56/14/01
### Graduate Profile of Bachelor of Arts (Honours) in Chinese

<table>
<thead>
<tr>
<th>Qualification Title</th>
<th>Bachelor of Arts (Honours) in Chinese 中文(荣誉)文学士</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualification Type</td>
<td>Bachelor Degree</td>
</tr>
<tr>
<td>QF Level</td>
<td>5</td>
</tr>
<tr>
<td>Primary Area of Study / Training</td>
<td>Languages, Translation and Literature</td>
</tr>
<tr>
<td>Programme Objectives</td>
<td>The following Programme Objectives are developed:</td>
</tr>
<tr>
<td></td>
<td>1. To encourage students to think independently and creatively, and to become autonomous learners for lifelong learning through incorporating multi-disciplinary elements;</td>
</tr>
<tr>
<td></td>
<td>2. To equip students with interpersonal and communication skills in preparation for them to take up leading roles in their careers;</td>
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<tr>
<td></td>
<td>3. To nurture students into upright citizens who are ready to shoulder responsibilities for their profession and society;</td>
</tr>
<tr>
<td></td>
<td>4. To encourage students to concern themselves with global issues and to appreciate the refined elements of local culture, through which they can apply their knowledge to the proper context;</td>
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<td></td>
<td>5. To teach students comprehensive and practical skills about language so as to enhance their language abilities and boost their confidence,</td>
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<td></td>
<td>6. To increase their cultural literacy through consolidating their knowledge of Chinese language and literature; and</td>
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<td></td>
<td>7. To equip students with analytical and problem-solving skills and guide them in exploring their creativity, through which they will become competent in pursuing an academic path or a career related to language and creation.</td>
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<tr>
<td>Programme Intended Learning Outcomes</td>
<td></td>
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<td>-------------------------------------</td>
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<tr>
<td>Upon completion of the Programme, graduates will be able to:</td>
<td></td>
</tr>
<tr>
<td>1. manage to learn independently, and address professional and personal challenges using the interdisciplinary and multi-disciplinary knowledge acquired,</td>
<td></td>
</tr>
<tr>
<td>2. possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaboration;</td>
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<td>3. evaluate own contributions and responsibilities in becoming responsible employees and leaders;</td>
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<td>4. possess broad horizons, develop an informed understanding of Chinese and Western cultures, and be investigative about various global issues and developments related to business, politics, cultures, society, science and technology;</td>
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<td>5. command good Chinese writing skills, and communicate and collaborate with others with fluent Cantonese, Mandarin and good English in the trilingual society;</td>
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<td></td>
</tr>
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</table>
### Education Pathways

The programme provides the knowledge and skills for graduates to progress to the following postgraduate programmes:

- Postgraduate Certificate in Chinese Studies for Language Teaching
- Postgraduate Diploma in Chinese
- Postgraduate Diploma in Education
- Master of Arts in Chinese Language and Literature
- Master of Arts in Teaching Chinese as an International Language
- Master of Education

### Employment Pathways

Graduates could obtain employment in the following posts:

**Cultural:** managers of cultural units, assistant editors of newspapers, editors of publishing companies, columnists, library consultants, and lyricists

**Administrative:** civil servants, administrative assistants of schools or companies

**Educational:** teachers at primary or secondary schools after obtaining the Postgraduate Diploma in Education

**Business:** administrative officers for banks, property companies, securities investment and trading companies

**Public relations:** officers for public relations

**Mass media:** scriptwriters, journalists, news reporters, and advertisement designers

**Social service:** assistants for recreational and cultural affairs, as well as for members of legislative units

### Minimum Admission Requirements

The minimum admission requirements for Year 1 on standard entry (Normal Entry) are summarized as follows:

**A. Hong Kong Diploma of Secondary Education Examination**

- Level 3 or above in Chinese Language and English Language; and
- Level 2 or above in Mathematics, Liberal Studies and one other subject.
**B. Hong Kong Advanced Level Examination**

- Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects; and
- 5 passes in HKCEE including Chinese Language, English Language and Mathematics.

**C. International Baccalaureate (IB) Diploma Programme**

24 points (including 3 subjects at Higher Level and 3 at Standard Level, 12 points or above to be obtained from subjects at Higher Level); Subject of Chinese should be included.

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- Admission on advanced standing, considered by the Advanced Standing Sub-Committee under Admissions Committee.

Applicants with non-local qualifications are considered on a case-by-case basis based on the minimum requirements as specified by the College.

**Operator**

Hang Seng Management College

恒生管理學院