SUMMARY ACCREDITATION REPORT

TUNG WAH COLLEGE

LEARNING PROGRAMME ACCREDITATION

BACHELOR OF MANAGEMENT(HONOURS) IN SOCIAL AND BUSINESS SUSTAINABILITY

FEBRUARY 2019

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   Tung Wah College (TWC) is a self-financing tertiary education institution established by the Tung Wah Group of Hospitals (TWGHs). TWC went through an Institutional Review (IR) by HKCAAVQ in October 2010 and was approved by the Chief Executive in Council in 2011 to register under the Post-Secondary Colleges Ordinance (Cap.320) as an approved self-financing degree granting institution.

1.2   Tung Wah College (the College/Operator) commissioned HKCAAVQ to conduct learning programme accreditation with the following Terms of Reference:

(a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (Cap.592) to determine whether the Bachelor of Management (Honours) in Social and Business Sustainability programme (the Programme) of Tung Wah College meets the stated objectives and QF standard and can be offered as an accredited programme; and

(b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.3   The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 10-11 January 2019.

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   **Learning Programme Accreditation**

☑   Approval

Name of Operator(s)	Tung Wah College 東華學院
Name of Award Granting Body	Tung Wah College 東華學院
Title of Learning Programme	Bachelor of Management (Honours) in Social and Business Sustainability 社商企業持續發展（榮譽）管理學學士
Title of Qualification(s) [Exit Award(s)]	Bachelor of Management (Honours) in Social and Business Sustainability 社商企業持續發展（榮譽）管理學學士
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study and Training	Social Sciences
Sub-area (Other Area of Study and Training)	Social Services
QF Level	Level 5
QF Credits	537
Mode(s) of Delivery and Programme Length	Full-time, 4 years
Start Date of Validity Period	1 September 2019
End Date of Validity Period	31 August 2024
Number of Enrolment(s)	One enrolment per year

Maximum Number of New Students	Year 1 Entry – 50 per year Year 3 Entry – 25 per year (starting from 2020/21)
Specification of Competency Standards-based Programme	☐ Yes ☑ No
Address of Teaching / Training Venue(s)	Mong Kok Campus (MKC) 90A & 98, Shantung Street, Mongkok, Kowloon 九龍旺角山東街九十號 A 及九十八號旺角校舍 King's Park Campus (KPC) 31 Wylie Road, Homantin, Kowloon 九龍何文田衛理道三十一號京士柏校舍

2.1.1 Conditions

Requirements

(a) The College is required to provide a plan with strategies and identified actions to address (i) how the dual core themes of the Programme (i.e. Business and Social perspectives) will be integrated into (1) the relevant intermediate and advanced level courses, (2) staff development activities, and (3) other related matters where appropriate; and (ii) how the use of technology forms parts of the programme curriculum of different courses in order to achieve the programme objectives and intended learning outcomes. The College is to submit the plan within six months after the commencement of the Programme.

(b) The College is required to provide a progress report on the implementation of the plan in (a) including assessment of the effectiveness of the implementation. The College is to submit the progress report 12 months after submission of the plan in (a).

(c) The College is to provide evidence that sufficient teaching staff with the relevant academic qualifications and industry experience are in place to deliver the Programme in its second year of operation. The College is to submit relevant documents including the information on the expertise and qualifications of teaching staff for the courses to be offered for Year 2 and Year 3 students to

HKCAAVQ for the fulfilment of the above requirement on or before **30 June 2020**.

2.1.2   Recommendations

(a) The Panel recommended that the College should revisit how the practice-based contents should be delivered. The *Capstone Projects and Internship/Practicum* should be a significant part of the programme content. This may also include additional incentives to students for their efforts made to the internships and other learning projects of the Programme to ensure practice-based learning is well incorporated within all relevant subjects.

(b) The Panel recommended that the College should adopt more innovative and interactive teaching approaches including applications of emerging technologies to support teaching, and solicit input from industry experts and practitioners to enrich students' teaching and learning experiences so as to effectively achieve the PILOs.

(c) The Panel recommended the College should use more innovative methods for assessing students' performance and put more weight on continuous assessment.

(d) The Panel recommended that the College should encourage teaching staff to participate in different activities organised by entrepreneurial ventures, NPOs and SEs to raise their awareness of latest development in these sectors so as to facilitate their teaching and/or mentorship.

(e) The panel recommended that the College should seek a written commitment from TWGHs in regard to providing comprehensive support (e.g. internships, practice advice, networking opportunities) for staff and students to have access to the resources to ensure the PILOs will be achieved.

3.   Programme Details

The following programme information is provided by the College.

3.1   Programme Objectives

- To nurture students' capacity in applying knowledge and skills from various business and management disciplines in a social context

where both non-profit and for-profit organisations can pursue both economic and social goals;

- To equip students with transdisciplinary knowledge in designing, launching and implementing successful entrepreneurial ventures with social value and impact so as to create a better world;
- To cultivate students' capacity in thinking in systems, identifying social problems, and defining and designing creative solutions to these problems;
- To train students to competently assess, measure, evaluate and improve the social impact of the activities of both non-profit and for-profit organisations;
- To equip students with effective communication, collaboration and team-building skills; and
- To provide students with general education to encourage them to grasp knowledge from various disciplines, in order to understand self, life and the world.

3.2 Programme Intended Learning Outcomes

- Apply various business and management skills in both non-profit and for- profit organisations, to enable these organisations to achieve both economic and social purposes;
- Demonstrate ability to design, launch and implement successful entrepreneurial ventures with economic and social value and impact;
- Demonstrate ability to assess, measure, evaluate and improve the social impact of for-profit and non-profit organisations;
- Demonstrate social responsibility and environmental awareness, with motivation to address different social issues while bringing economic benefits to organisations;
- Communicate effectively and engage with different stakeholders in both for- profit and non-profit sectors; and
- Exercise intellectual abilities by applying multi-disciplinary knowledge and general skills and engaging in life-long learning, to ensure career mobility and success.

3.3 Programme Structure

Category	No. of Courses (%)	No. of TWC Credits (%)
Discipline Courses	29 (74.36%)	90 (75%)
Language Courses	6(15.38%)	18 (15%)
General Education Courses	4(10.26%)	12 (10%)
Total	39 (100%)	120 (100%)

3.4   Graduation Requirements

- Completed 120 TWC credits as prescribed for the Programme with a Graduation Grade Point Average (gGPA) of at least 2.0;
- Achieved GPA of 1.0 or above in all courses of the Programme;
- Satisfied the requirements of the Capstone Project as prescribed for the Programme;
- Completed Work-Integrated Learning Programme which includes (i) at least four College Seminars in each academic year (for both Year 1 and Year 3 entry students) and (ii) a minimum duration of 480 hour discipline-related Internship or Practicum (Optional for Year 3 entry students if they have relevant work experience);
- Completed 30 hours of Community Service; and
- Attained a valid score of 6.0 in IELTS or equivalent (Student would be considered as having fulfilled the requirement if they have obtained a valid score in IELTS or equivalent at the commencement of the Programme.)

3.5   Admission Requirements

Year 1 Entry	
(a)	Have obtained Level 3 for Chinese Language and English Language and Level 2 for Mathematics and Liberal Studies plus one Elective/Applied Learning subject at Level 2 ("3322+2") in HKDSE; OR
(b)	Have passes in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR
(c)	Have obtained the International Baccalaureate (IB) Diploma with a minimum of 24 points and fulfilled the English language requirements: (i) Grade 4 or better in the Higher Level English Language (B Syllabus); or (ii) Grade 5 or better in the Standard Level English Language (B Syllabus); or (iii) Grade 4 or better in the Higher or Standard Level English Language (A1 or A2 Syllabus); or (iv) Grade 4 or better in the Standard Level English - Text and Performance; or (v) Grade 4 or better in the Standard Level English - Literature and Performance (A1 syllabus); OR

(d)	Have met the 2nd cut-off line* of the respective province for admission to mainland key universities in the National Joint College Entrance Examination (JEE) and the scores of English Language is over 100 (out of 150) (普通高等學校聯合招生考試 (JEE, PRC) 達到所屬省市報讀第二批重點高校分數線* 以上及英語 科達100分或以上); OR *Or the "cut-off line for undergraduate studies" (for provinces and cities where the 1st and 2nd cut-off lines are combined) 或「本科批次」分數線(適用於「本科一批」及「本科二批」合拼為「本科批次」的省市)
(e)	Have obtained equivalent qualifications (such as meeting the admission requirements of a degree programme offered outside Hong Kong).
Year 3 Entry*	
(a)	Have completed an Associate Degree (AD) or a Higher Diploma (HD) programme of the relevant subject/discipline; OR
(b)	Have obtained equivalent qualifications.
Students admitted to the Senior Year may be required to satisfactorily complete some bridging courses. The bridging courses can be Discipline courses or General Education courses offered in the first two years of the curriculum.	

3.6 Graduate Profile

- Please refer to Appendix.

4. Substantial Change

4.1 HKCAAVQ may vary or withdraw the Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be

downloaded from the HKCAAVQ website. The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

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 commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

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File Reference: 104/24/01

Graduate Profile of Bachelor of Management (Honours) in Social and Business Sustainability

Qualification Title (in English and Chinese, if applicable)	Bachelor of Management (Honours) in Social and Business Sustainability 社商企業持續發展（榮譽）管理學學士
Qualification Type (e.g. Bachelor Degree)	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Business and Management
Sub-area of Study/ Training *(if any)*	General Business Management
Other Area of Study / Training	Social Sciences
Other Sub-area of Study/ Training *(if any)*	Social Services
Programme Objectives	(a) To nurture students' capacity in applying knowledge and skills from various business and management disciplines in a social context where both non-profit and for-profit organisations can pursue both economic and social goals; (b) To equip students with transdisciplinary knowledge in designing, launching and implementing projects with social and economic value and impact so as to create a better world; (c) To cultivate students' capacity in thinking in systems, identifying social problems, and defining and designing creative solutions to these problems; (d) To train students to competently assess, measure, evaluate and improve the social impact of the activities of both non-profit and for-profit organisations; (e) To equip students with effective communication, collaboration and team-building skills; and (f) To provide students with general education to encourage them to grasp knowledge from various disciplines, in order to learn about self, life and the world.

Programme Intended Learning Outcomes	PILO 1: Apply various business and management skills in both non-profit and for- profit organisations, to enable these organisations to achieve both economic and social purposes; PILO 2: Demonstrate ability to design, launch and implement projects with social and economic value and impact; PILO 3: Demonstrate ability to assess, measure, evaluate and improve the social impact of for-profit and non-profit organisations; PILO 4: Demonstrate social responsibility and environmental awareness, with motivation to address different social issues while bringing economic benefits to organisations; PILO 5: Communicate effectively and engage with different stakeholders in both for- profit and non-profit sectors; and PILO6: Exercise intellectual abilities by applying multi-disciplinary knowledge and general skills and engaging in life-long learning, to ensure career mobility and success.
Education Pathways	Graduates of the Programme should be able to further study to post-graduate programmes of related disciplines, such as • M.Soc.Sc in Development Studies • M.Soc.SC.Programmes in Social Service Management in Non-Profit Management • M.A. in Social Service Management • M.A. in Social Entrepreneurship • M.A. in Social Enterprise • Master of Social Change and Development • MBA in Nonprofit Management
Employment Pathways	Graduates of the Programme are expected to be able to pursue a variety of career paths in non-profit organisations, social enterprises and public relations firms, corporations and trusts. Some examples are listed below: • Programme and Service Coordinator • Public Relations Officer • Marketing Personnel • Fundraising Officer • Manager • Corporate Development Officer

	• Executive Assistant • Programme Specialist • Senior Associate
Minimum Admission Requirements	**Year 1 Entry** Applicants should meet one of the following requirements: (a) Have obtained Level 3 for Chinese Language and English Language and Level 2 for Mathematics and Liberal Studies plus one Elective/Applied Learning subject at Level 2 ("3322+2") in HKDSE; OR (b) Have passes in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE;OR (c) Have obtained the International Baccalaureate (IB) Diploma with a minimum of 24 points and fulfilled the English language requirements: 　(i) Grade 4 or better in the Higher Level English Language (B Syllabus); or 　(ii) Grade 5 or better in the Standard Level English Language (B Syllabus); or 　(iii) Grade 4 or better in the Higher or Standard Level English Language (A1 or A2 Syllabus); or 　(iv) Grade 4 or better in the Standard Level English – Text and Performance; or 　(v) Grade 4 or better in the Standard Level English – Literature and Performance (A1 syllabus); OR (d) Have met the 2nd cut-off line* of the respective province for admission to mainland key universities in the National Joint College Entrance Examination (JEE) and the scores of English Language is over 100 (out of 150) (普通高等學校聯合招生考試 (JEE, PRC) 達到所屬省市報讀第二批重點高校分數線* 以上及英語科達100分或以上); OR (e) Have obtained equivalent qualifications (such as meeting the admission requirements of a degree programme offered outside Hong Kong). * Or the "cut-off line for undergraduate studies" (for provinces and cities where the 1st and 2nd cut-off lines are combined) 或 「本科批次」分數線 (適用於「本科一批」及「本科二批」合拼為「本科批次」的省市)

	Year 3 Entry#
	Applicants should meet one of the following requirements:
	(a) Have completed an Associate Degree (AD) or a Higher Diploma (HD) programme of the relevant subject/discipline; OR
	(b) Have obtained equivalent qualifications.
	#Students may be required to satisfactorily complete some bridging courses.
Operator (in English and Chinese, if applicable)	Tung Wah College 東華學院