



香港學術及職業資歷評審局  
Hong Kong Council for Accreditation of  
Academic & Vocational Qualifications

**SUMMARY ACCREDITATION REPORT**

**SCHOOL FOR HIGHER AND PROFESSIONAL  
EDUCATION, VOCATIONAL TRAINING COUNCIL**

**AND**

**SHEFFIELD HALLAM UNIVERSITY**

**LEARNING PROGRAMME RE-ACCREDITATION**

**BA (HONS) BUSINESS AND HUMAN RESOURCE  
MANAGEMENT**

**AND**

**BA (HONS) BUSINESS MANAGEMENT**

**DECEMBER 2019**

## **1. Terms of Reference**

1.1 Based on the Service Agreement (No.: AA570), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592), was commissioned by the School for Higher and Professional Education (SHAPE), Vocational Training Council (VTC) and Sheffield Hallam University (SHU) to conduct a Learning Programme Re-accreditation with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the following programmes of the Operator meet the stated objectives and Hong Kong Qualifications Framework (HKQF) standard and can continue to be offered as accredited programmes from the date as specified in the accreditation report, where appropriate; and

BA (Hons) Business and Human Resource Management  
NCR Registration / Reference No: 252133

BA (Hons) Business Management  
NCR Registration / Reference No: 252135

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

## **2. HKCAAVQ'S Determination**

### **Learning Programme Re-accreditation**

2.1 HKCAAVQ has determined that, the BA (Hons) Business and Human Resource Management (BABHRM) Programme and the BA (Hons) Business Management (BABM) Programme meet the stated objectives and HKQF standard at Level 5 and can continue to be offered as accredited programmes with a validity period of five years.

## 2.2 Validity Period

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date of the validity period. Applications will be considered on a case-by-case basis.

2.3 The determinations on the BABHRM and BABM Programmes are specified as follows:

<b>Name of Local Operator</b>	School for Higher and Professional Education, Vocational Training Council 職業訓練局 才晉高等教育學院	
<b>Name of Non-local Operator</b>	Sheffield Hallam University	
<b>Name of Award Granting Body</b>	Sheffield Hallam University	
<b>Title of Learning Programme</b>	BA (Hons) Business and Human Resource Management	BA (Hons) Business Management
<b>Title of Qualification(s) [Exit Award(s)]</b>	BA (Hons) Business and Human Resource Management	BA (Hons) Business Management
<b>Primary Area of Study and Training</b>	Business and Management	
<b>Sub-area (Primary Area of Study and Training)</b>	General Business Management	
<b>Other Area of Study and Training</b>	Not applicable	
<b>Sub-area (Other Area of Study and Training)</b>	Not applicable	
<b>HKQF Level</b>	Level 5	
<b>HKQF Credits</b>	120	
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 1 year	
<b>Intermediate Exit Award(s)</b>	Not applicable	

<b>Start Date of Validity Period</b>	1 September 2020	
<b>End Date of Validity Period</b>	31 August 2025	
<b>Number of Enrolment(s)</b>	One enrolment per year	
<b>Maximum Number of New Students</b>	Full-time: 90 per year	Full-time: 120 per year
<b>Address of Teaching / Training Venue(s)</b>	<ol style="list-style-type: none"> <li>1. Hong Kong Institute of Vocational Education (IVE) (Chai Wan) 30 Shing Tai Road, Chai Wan, Hong Kong</li> <li>2. IVE (Haking Wong) 702 Lai Chi Kok Road, Cheung Sha Wan, Kowloon</li> <li>3. IVE (Tsing Yi) 20 Tsing Yi Road, Tsing Yi Island, New Territories</li> <li>4. IVE (Morrison Hill) 6 Oi Kwan Road, Wan Chai, Hong Kong</li> <li>5. IVE (Tuen Mun) 18 Tsing Wun Road, Tuen Mun, New Territories</li> <li>6. IVE (Sha Tin) 21 Yuen Wo Road, Sha Tin, New Territories</li> <li>7. IVE (Kwai Chung) 20 Hing Shing Road, Kwai Chung, New Territories</li> <li>8. IVE (Kwun Tong) 25 Hiu Ming Street, Kwun Tong, Kowloon</li> <li>9. Hong Kong Design Institute (HKDI) and IVE (Lee Wai Lee) 3 King Ling Road, Tseung Kwan O, New Territories</li> </ol>	

## 2.4 Recommendation

HKCAAVQ also offers the following recommendation for continuous improvement of the BABHRM and BABM Programmes.

- 2.4.1 The Operator should further develop and formalise strategic planning at the programme level for student recruitment, with a view to maintain and improve student numbers for future intakes of the BABHRM and BABM Programmes.

- 2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

### **3. Introduction**

- 3.1 The Vocational Training Council (VTC) has been offering top-up degrees in collaboration with local and overseas universities primarily for VTC's Higher Diploma (HD) graduates since 1999. In 2003, VTC established the School for Higher and Professional Education (SHAPE) as one of VTC's member institutions, to manage and deliver collaborative degree programmes with university partners outside Hong Kong.
- 3.2 Sheffield Hallam University (SHU), previously the Sheffield City Polytechnic, was granted the University title and its degree awarding power under the Further and Higher Education Act (1992) in the United Kingdom. SHU was also granted the authority to approve programmes conducted at an external institution outside the United Kingdom (UK).
- 3.3 SHU has been collaborating with VTC since 2005. In 2012, the SHAPE and SHU collaborative partnership attained an Initial Evaluation (IE) status at HKQF Level 5 from HKCAAVQ.
- 3.4 The Learning Programme Re-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 24 to 25 October 2019.

## 4. Programmes Details

The following programme information is provided by the operator.

### 4.1 Programme Objectives

#### BABHRM

1. Develop the student's intellectual abilities and analytical skills through the provision of a broad education which enhances their prospects, and develops HR leadership potential across a range of business and organisational contexts;
2. Achieve a balance between a vocationally relevant rigorous theoretical education and work-related, practically based education as a means of enlightenment and intellectual development;
3. Develop confident, inquisitive and empowered individuals who can work autonomously but also develop relationships through teamwork and cooperation with others that are sensitive to cultural and ethical differences;
4. Develop quantitative and qualitative information collection, validation, processing and interpretation skills using a range of appropriate models, tools and techniques. Foster the graduate attributes of communication, knowledge application, creative and critical thinking, research and enquiry;
5. Embed appropriately within modules at all levels opportunities to develop employability skills and participate in business engagement activities;
6. Enhance the student experience through the development of innovative approaches to learning, teaching and assessment to overtly and implicitly embed across the curriculum an understanding of the law, (including employment law specifically), internationalisation, sustainability and ethics; and
7. Provide an opportunity for students to enhance their employability, develop their professional competences and career management, through work-related learning and world experiences through corporate and community engagement.

## BABM

1. Develop knowledge and understanding of core business and management principles and their applications to effective practice within a variety of organisations;
2. Provide opportunities for the specialisation of knowledge within the context of the increasingly fast-changing, internationalised business environment in which business transactions take place and the way they are managed;
3. Develop information collection, validation, processing and interpretation skills using range of appropriate models, tools and techniques. Through coursework and, where possible, practical experience, develop skills in problem solving and communication and the application of information technology;
4. Provide opportunities for students to enhance their employability and career management skills, and prepare them for careers in the field of business and management; and
5. Develop confident, inquisitive and empowered individuals who can develop relationships to operate successfully as a member of a team and co-operate with others as a means to scholarly and workplace effectiveness, career development and personal fulfilment.

### 4.2 Programme Intended Learning Outcomes

#### BABHRM

Upon completion of the Programme, students should be able to:

<b>Knowledge and Understanding</b>	
1	Appraise the changing contemporary business environment and the challenges for organisations and individuals within a globalised economy to behave ethically and responsibly in a variety of contexts;
2	Evaluate the functions and operations of organisations separately and holistically. Develop a theoretical and practical approach to Business and HRM;
3	Utilise and evaluate qualitative and quantitative concepts and techniques in the context of innovative and socially responsive solutions to business problems;

4	Exhibit a critical approach to information and knowledge and demonstrate the contestability of knowledge;
5	Reflect on personal and professional development and formulate a programme for the development of personal competency;
<b>Intellectual Skills</b>	
6	Critically evaluate and analyse information, concepts and processes. Synthesise the essential aspects of ideas and information. Deploy skills of critical self-awareness and reflection. Make and justify independent and ethically based judgements and decisions;
7	Adopt an enterprising, challenging approach to new knowledge and practice in a group and individual context. Interpret a HR project brief and formulate and justify a response to this;
8	Combine technical knowledge and skills with professional and management skills to suggest innovative and creative solutions to complex issues and problems;
9	Communicate effectively and appropriately in different contexts drawing upon appropriate written, spoken, numerical and digital skills;
10	Exercise professional behaviour and be capable of analysing ethical judgements relating to corporate social responsibility, the environment, and the treatment of people;
<b>Subject-specific and/or Professional/Practical Skills</b>	
11	Research, analyse and interpret information in the context of decision-making;
12	Develop and deploy high level written, spoken, numerical and IT skills relevant to working in business and organisations;
13	Analyse how business works as a synthesised activity and suggest innovative solutions to complex problems;
14	Critique accepted ways of thinking and practice within an organisation and implement change through leadership and personal agency;
15	Justify and reflect upon personal career choices and prepare appropriately for graduate level employment;
<b>Transferrable/Key Skills</b>	
16	Evaluate personal skills and capabilities in the context of group and team work;
17	Employ approaches to communication appropriate to a variety of audiences;
18	Exhibit critical self-awareness and ethical decision-making;
19	Demonstrate high quality job application, CV and interview skills;

20	Evaluate creative thinking and problem solving techniques; and
21	Assess business creation and pitching skills.

### BABM

Upon completion of the Programme, students should be able to:

<b>Knowledge and Understanding</b>	
1	Demonstrate a deep knowledge and understanding of business functions, operations and practices, and the fast-changing contemporary business environment;
2	Apply, utilise and reflect upon key skills in a variety of increasingly open-ended academic and professional contexts;
3	Demonstrate competent analytical, evaluative and discursive skills in all work, operate successfully as an independent and reflective learner;
4	Exhibit academic rigour in the pursuit of knowledge and apply a critical and socially responsible approach to information and knowledge in the management of business;
<b>Intellectual Skills</b>	
5	Critically evaluate and analyse information, concepts and processes, and synthesise essential aspects of ideas and information;
6	Make and justify independent and ethically based judgements and decisions, and employ skills of critical self-awareness;
7	Be capable of working independently and also operating as an effective member of a team;
<b>Subject-specific and/or Professional/Practical Skills</b>	
8	Combine technical knowledge and skills with professional and management skills to suggest creative solutions to complex issues and problems;
9	Assume a leadership role and make and justify independent professional judgements;
10	Exercise professional behaviour and ethical judgement in decision-making and actions;
11	Engage in a process of personal and professional development and take a critical approach to assessing own strengths and weaknesses;
<b>Transferrable/Key Skills</b>	
12	Communicate effectively and appropriately with different stakeholders in a variety of formats;

13	Demonstrate high-level written and spoken skills;
14	Select and apply numeracy and IT skills; and
15	Critically evaluate and reflect on own experiences with the aim of increasing personal effectiveness.

### 4.3 Programme Structure

- The BABHRM top-up degree programme in Hong Kong mirrors the final year study of the UK degree programme. The BABM programme in Hong Kong mirrors the programme in the UK which is also operated as a one-year top-up degree programme. Each of the BABHRM and BABM Programmes carries 120 QF credits, which is equivalent to 1,200 notional learning hours. The top-up curriculum in Hong Kong consists of six modules (20 credits each), all modules are mandatory. The core modules are common to groups of SHU programmes while specialist modules are specific to one or a few programmes. The six modules of each programme offered at SHAPE include two core modules, one common specialist module and three specialist modules. The core modules, Academic and Professional Excellence and Implementing Strategy and Change and the common specialist module, Leadership in Contemporary Organisations are common across BABHRM and BABM programmes at SHAPE. The top-up curriculum of the BABRHM and BABM Programmes at SHAPE are summarised in the two tables below:

#### **Curriculum of BABHRM Programme (One-year Top-up)**

	<b>Module Title</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Independent Learning</b>
<b>Core Modules</b>	Academic and Professional Excellence*	0	48	152
	Implementing Strategy and Change*	12	24	164
<b>Specialist Modules</b>	Leadership in Contemporary Organisations*	12	24	164
	Developing People and Organisations	12	24	164
	Contemporary Developments in Employee Relations and Employment Law	12	24	164
	Research and HR	12	24	164
<b>Total: 1,200 Notional Learning Hours (120 HKQF Credits)</b>				

\* Common modules of BABHRM and BABM Programmes.

## **Curriculum of BABM Programme (One-year Top-up)**

	<b>Module Title</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Independent Learning</b>
<b>Core Modules</b>	Academic and Professional Excellence*	0	48	152
	Implementing Strategy and Change*	12	24	164
<b>Specialist Modules</b>	Leadership in Contemporary Organisations*	12	24	164
	Financial Fluency for Decision-making	12	24	164
	Marketing in a Global Context	12	24	164
	Managing the Digital Enterprise	12	24	164
<b>Total: 1,200 Notional Learning Hours (120 HKQF Credits)</b>				

\* Common modules of BABHRM and BABM Programmes.

### 4.4 Graduation Requirements

- The graduation requirement of each of the Programmes is an achievement of 120 credits and a pass in all the modules of the Programme.

### 4.5 Admission Requirements

4.5.1 The minimum admission requirements for the BABHRM and BABM Programmes are as follows:

1. The following VTC's HDs are accepted for admission to the respective top-up programmes:

#### For BABHRM

- HD in Human Resource Management

#### For BABM

*Feeder programmes with new student intakes:*

- HD in Accountancy
- HD in Advertising and Marketing Communications
- HD in Aviation Management and Global Logistics
- HD in Arts and Cultural Events Management
- HD in Business Administration
- HD in Banking and Finance
- HD in Corporate Administration
- HD in Cultural Business and Exhibition Management
- HD in Customer Services for Aviation and Passenger Transport

- HD in Digital Marketing
- HD in Event Marketing and Promotion
- HD in Financial Technology
- HD in Human Resource Management
- HD in International Business Management with Languages
- HD in Marketing Management
- HD in Music and Digital Entertainment Business Management
- HD in Public Relations and Digital Communication
- HD in Retail and e-Tail Management
- HD in Management for Security and Disciplined Services^
- HD in Supply Chain with InnoTech Applications^
- HD in Wine and Beverage Business Management

*^ HD feeder programmes introduced starting from 2020/21.*

*Feeder programmes that are phased out in AY2018/19  
(i.e. no new intake from AY2018/19 onwards):*

- HD in Advertising and Brand Management
- HD in Airfreight Management and Global Logistics
- HD in Business Psychology and Management
- HD in Digital Marketing and Media Communications
- HD in Global Purchasing and Supply Management
- HD in International Business Management
- HD in International Trade (Global)
- HD in Management Studies for Public and Social Services
- HD in Management with Business Psychology
- HD in Marketing
- HD in Public Relations and Media Business
- HD in Purchasing and Supply Chain Management
- HD in Retail and Merchandising Management

2. A minimum of IELTS 6.0 or equivalent. Applicants holding a VTC's HD are not required to have a separate English language qualification.

#### 4.6 Teaching and Learning Activities

- The medium of instruction of the BABHRM and BABM Programmes is English. The two programmes adopt a range of learning and teaching methods, including, for example, lectures, tutorials, seminars and independent learning. Lectures provide students with a framework of knowledge on which to build and to act as a stimulus for independent study. Students are

encouraged throughout the Programmes to apply their knowledge to business problems and issues. They are also required to locate relevant materials from various sources including electronic sources to complete assignments and reports. For seminars, the aim is to provide students with opportunities to examine and debate issues pertaining to module content, work on problems, and to probe more deeply into subjects addressed in the lectures. Apart from lectures and seminars, students are directed to engage in independent learning during the self-study hours.

#### 4.7 Learner Support Services

- A wide variety of student support services is offered through the Student Development Office (SDO). Student Development Officers of the SDO are responsible for providing services to promote the well-being of students, including counselling services. To better prepare students for the job market, workshops on CV writing skills and job interview skills are organised to enhance students' etiquettes and use of language, including self-expression in English. Apart from the above-mentioned services, the Programme Team conducts events throughout the academic year which are tailor made for BABHRM and BABM students. Students can also seek help directly from the SHAPE Programme Coordinator or the module tutors if they encounter any difficulties in their study.

## 5. Important Information Regarding this Accreditation Report

### 5.1 Variation and withdrawal of this Accreditation Report

- 5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.
- 5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this 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.

- 5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.
- 5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

## 5.2 Appeals

- 5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.
- 5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.
- 5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.
- 5.2.4 Please refer to Cap. 592A (<http://www.legislation.gov.hk>) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at <http://www.hkqf.gov.hk>.

### 5.3 **Qualifications Register**

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

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