



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 OF CONTINUING AND PROFESSIONAL
EDUCATION, CITY UNIVERSITY OF HONG KONG AND
DE MONTFORT UNIVERSITY**

LEARNING PROGRAMME RE-ACCREDITATION

**BA (HONS) BUSINESS ADMINISTRATION AND
MANAGEMENT**

JANUARY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA547), 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 School of Continuing and Professional Education, City University of Hong Kong and De Montfort University (jointly as the Operator) to conduct a learning programme re-accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) to determine whether the BA (Hons) Business Administration and Management programme (Non-local Courses Registry Registration Number: 450283) of the Operator meets the stated objectives and Hong Kong Qualifications Framework (HKQF) standard and can continue to 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.

2. HKCAAVQ'S Determination

2.1 HKCAAVQ has determined that the BA (Hons) Business Administration and Management programme (the Programme) meets the stated objectives and HKQF standard at Level 5 and can continue to be offered as an accredited programme 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 Programme are specified as follows:

Name of Local Operator	School of Continuing and Professional Education, City University of Hong Kong 香港城市大學專業進修學院
Name of Non-local Operator	De Montfort University
Name of Award Granting Body	De Montfort University
Title of Learning Programme	BA (Hons) Business Administration and Management 商業行政及管理榮譽文學士
Title of Qualification (Exit Award)	BA (Hons) Business Administration and Management 商業行政及管理榮譽文學士
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	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
HKQF Level	Level 5
HKQF Credits	Not applicable
Mode of Delivery and Programme Length	Full-time, 3 years Part-time, 2 years
Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2025
Number of Enrolments	One enrolment per year
Maximum Number of New Students	Full-time (Year 1 entry): 100 per year Full-time (Top-up entry): 80 per year Part-time (Top-up entry): 150 per year
Address of Teaching / Training Venues	(1) City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Kowloon (2) CityU SCOPE Tsim Sha Tsui East Learning Centre, UG2/F & UG3/F Chinachem Golden Plaza, 77 Mody Road, Tsim Sha Tsui East, Kowloon

2.4 Recommendation

HKCAAVQ offers the following recommendation for continuous improvement of the Programme.

2.4.1 In the assessment scheme for individual modules with 100% coursework assessment the Operator should review the international literature and develop strategies for ensuring that assignments submitted have been completed by the student claiming authorship, for example, through systematic testing in class, vivas, or addition of supervised examination components.

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 School of Continuing and Professional Education (CityU SCOPE) is a self-financing but integral part of the City University of Hong Kong (CityU) serving the lifelong learning needs of the community. Since 1992, SCOPE has been offering top-up degree programmes in collaboration with non-local universities.

3.2 De Montfort University (DMU) was established in 1870s as a college of art and technology and named as a university in the United Kingdom (UK) in 1992.

3.3 The CityU SCOPE-DMU collaborative partnership started in 1995. It obtained the HKCAAVQ Initial Evaluation status at HKQF Level 6 in 2012. The Programme was first accredited by HKCAAVQ in 2012 for a validity period of four years and re-accredited by HKCAAVQ in 2016 for a validity period of four years.

3.4 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the

Terms of Reference stated therein. In consideration of the Operator's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, a paper-based exercise was conducted.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives

The Programme aims to provide students with a wide knowledge and a critical understanding of a broad range of areas of business and management and the relationships among these areas, their application and their importance in an integrated framework.

4.2 Programme Intended Learning Outcomes

Upon completion of the Programme, students are expected to achieve the following Programme Intended Learning Outcomes (PILOs):

Knowledge and Understanding (KU)

KU1	Demonstrate knowledge and a critical understanding of the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between organisations and their influence upon the external environment
KU2	Demonstrate knowledge and a critical understanding of the external environment - including economic, environmental, ethical, legal, political, sociological and technological, factors together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations
KU3	Demonstrate knowledge and a critical understanding of the various processes, procedures and practices for effective management of organisations. This includes theories, models, frameworks, tasks and roles of management together with rational analysis and other processes of decision-making within organisations and in relation to the external environment

Cognitive Skills (CS)

CS1	Identify assumptions and evaluate statements in terms of evidence to detect false logic or reasoning, identify implicit values, define terms adequately and to generalise appropriately
CS2	Perform effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems
CS3	Demonstrate ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations

Practical Skills (PS)

PS1	Communicate effectively, both orally and in writing, using a range of media, which are widely used in business such as the preparation and presentation of business reports
PS2	Apply numerical and quantitative skills including data analysis, interpretation and extrapolation, as well as the use of models of business problems and phenomena
PS3	Effectively use communication and information technology for business applications

Transferable Skills (TS)

TS1	Demonstrate effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise
TS2	Demonstrate effective performance, within a team environment, including leadership, team building, influencing and project management skills
TS3	Apply interpersonal skills of effective listening, negotiating, persuasion and presentation
TS4	Conduct research into business and management issues, either individually or as part of a team for projects / dissertations / presentations
TS5	Demonstrate self-reflection and criticality including self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues

4.3 Programme Structure

Module Title	Credits	Core or Elective
Financial Decision Making	15	Core
Global Business Issues	30	Core
Introduction to Entrepreneurship and Enterprise	30	Core
Introduction to Work and Organisations	15	Core
Principles of Marketing	15	Core
Contemporary Management	30	Core
Human Resource Management in the Workplace	30	Core
Business Law	15	Core
Business Communications and Academic Skills	15	Core
Marketing Communications	15	Core
International Marketing	15	Core
Business Research Issues and Analysis	15	Core
Service Operations Management	15	Core
Global Strategic Management	30	Core
Corporate Social Responsibility and Business Ethics	15	Core
Work-based Portfolio*	30	Elective
Contemporary Business Issues	30	Elective
Strategy and Management Dissertation^	30	Elective
Marketing Stream[#]		
Creative Management and Marketing	15	Elective
Retail Marketing	15	Elective
E-Marketing	15	Elective
HRM Stream[#]		
Managing Organisations	15	Elective
Globalisation and International HRM	15	Elective
Contemporary HRM	15	Elective

Notes:

Modules shaded in grey are the additional 180 credits for Year 1 entry.

* For part-time mode only

^ For full-time mode only

Student can choose to take two out of three modules in one particular stream

4.4 Graduation Requirements

The full Programme consists of 360 credits. Students admitted via Year 1 entry are required to complete 360 credits in full-time mode for three years. Students admitted via top-up entry are required to complete 180 credits in full-time mode for one year or part-time mode for two years.

4.5 Admission Requirements

Full-time (Year 1 entry)

- (a) Applicants with a total score of 15 or above in five HKDSE subjects, including English Language at Level 3 or above and no subject at Level 1; or
- (b) Applicants completed the Diploma in International Degree Foundation offered by CityU SCOPE; or
- (c) Equivalent qualifications.

Full-time (Top-up entry)

Holders of sub-degree or equivalent qualifications in business and related disciplines

Part-time (Top-up entry)

- (a) Holders of sub-degree or equivalent qualifications in business and related disciplines, including:
 - Holders of Advanced Diploma in Management Studies (ADMS) at HKQF Level 4 offered by CityU SCOPE; or
 - Holders of BTEC Higher National Diploma in business and related disciplines at Level 5 of the National Qualifications Framework (NQF) of the UK.
- (b) Holders of sub-degree or equivalent qualifications in non-business disciplines with relevant working experience. Applicants will be required to pass an intensive bridging course consisting of two business modules offered by CityU SCOPE prior to the formal acceptance to the Programme.

4.6 Teaching and Learning Activities

The Programme employs a range of teaching and learning activities, such as lectures, tutorials, projects, computer based exercises and case studies.

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 HKQF. 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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