



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

COVENTRY UNIVERSITY

LEARNING PROGRAMME RE-ACCREDITATION

BA (HONS) BUSINESS ADMINISTRATION

FEBRUARY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA583), 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 for Higher and Professional Education, Vocational Training Council and Coventry 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 AAVQO to determine whether the programme of the School for Higher and Professional Education, Vocational Training Council and Coventry University (the Operator) meets the stated objectives and HKQF standards 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 (the Programme) meets the stated objectives and QF standard at Level 5 and can continue to be offered as an accredited programme with a validity period of 4 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 for Higher and Professional Education, Vocational Training Council 職業訓練局 才晉高等教育學院
Name of Non- local Operator	Coventry University
Name of Award Granting Body	Coventry University
Title of Learning Programme	BA (Hons) Business Administration
Title of Qualification(s) [Exit Award(s)]	BA (Hons) Business Administration
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Not applicable
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
HKQF Level	Level 5
HKQF Credits	140 QF Credits
Mode(s) of Delivery and Programme Length	Part-time, 14 months
Start Date of Validity Period	1 July 2020
End Date of Validity Period	30 June 2024
Number of Enrolment(s)	Two enrolments per year
Maximum Number of New Students	300 per year

Address of Teaching / Training Venue(s)	<ul style="list-style-type: none"> (1) VTC Tower 27 Wood Road, Wan Chai, Hong Kong (2) Hong Kong Design Institute (HKDI) and Institute of Vocational Education (IVE) (Lee Wai Lee) 3 King Ling Road, Tseung Kwai O, New Territories, Hong Kong (3) IVE (Chai Wan) 30 Shing Tai Road, Chai Wan, Hong Kong (4) IVE (Haking Wong) 702 Lai Chi Kok Road, Cheung Sha Wan, Kowloon (5) IVE (Kwai Chung) 20 Hing Shing Road, Kwai Chung, New Territories (6) IVE (Kwun Tong) 25 Hiu Ming Street, Kwun Tong, Kowloon (7) IVE (Morrison Hill) 6 Oi Kwan Road, Wan Chai, Hong Kong (8) IVE (Sha Tin) 21 Yuen Wo Road, Sha Tin, New Territories (9) IVE (Tsing Yi) 20 Tsing Yi Road, Tsing Yi Island, New Territories (10) IVE (Tuen Mun) 18 Tsing Wun Road, Tuen Mun, New Territories
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2.4 Recommendations

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

- 2.4.1 The Operator should ensure that by specifying the coverage of business ethics in the PLO(s), ethical issues are addressed in the individual modules.
 - 2.4.2 The Operator should examine the co-relation between assessment weightings and the pass rate of individual modules.
 - 2.4.3 The Operator should ensure that a clearly articulated mechanism is in place to accommodate students with minimal working experience in the selection of the dissertation topics.
 - 2.4.4 The Operator should consider establishing an advisory committee specifically for the Programme to ensure that employer feedback is systematically collected and included in the annual programme monitoring process.
- 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. This will be 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 for Higher and Professional Education (SHAPE), a member institution of the Vocational Training Council (VTC), was established in September 2003 and incorporated as a limited company in 2006. VTC has been offering top-up degrees in collaboration with local and overseas universities primarily for VTC's Higher Diploma (HD) graduates since 1999.
- 3.2 Coventry University (CU) was established under the Education Reform Act 1988 and granted degree awarding powers in accordance with the United Kingdom Further and Higher Education Act 1992. CU

is also granted the authority to approve programmes conducted at an external institution.

- 3.3 SHAPE, VTC and CU initiated the partnership in 2006, with a view to exploring collaboration opportunities, initially to provide articulation pathways for the increasing number of part-time Professional Diploma graduates. After a decade of collaboration, CU and SHAPE renewed the Programmes Approval Agreement twice from August 2012 to July 2018, and then from August 2018 to July 2024. Currently, ten accredited programmes are offered under this partnership.
- 3.4 For this Learning Programme Re-accreditation exercise, HKCAAVQ formed an expert Panel (Panel Membership in Appendix), which visited the Vocational Training Council at Wan Chai from 5 to 6 December 2019. HKCAAVQ's Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework (Version 1.1, April 2019) was the guiding document for the Operator and the Panel in conducting this exercise.
- 3.5 In consideration of the Operator's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, the Programme is considered to have met the following aspects of the domains of competence of Learning Programme Accreditation (LPA)/Re-accreditation (re-LPA):

Domain of Competence	Aspects
Programme Leadership and Staffing	Staff development
Learning, Teaching and Enabling Resources/Services	Financial resources, physical resources and student support services
Programme Approval, Review and Quality Assurance	Institute-wide QA processes and mechanisms

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Aims

- A course that is sufficiently flexible to enable students to study across a broad range of business areas;
- A very relevant and strong foundation for students who wish to study for an MBA once they have embarked on their subsequent career and achieved the required amount of work experience;
- A strong International focus;
- A business degree qualification that is responsive to local, national and international markets;
- A course that facilitates access to Higher Education (HE) for a diverse range of students;
- A course that reflects business thought and practice with an emphasis, where appropriate, on the application of theory to practice;
- A course that enables students to develop, or enhance, careers in the business world; and
- A course that exceeds the QAA subject benchmark statements for typical standard honours degrees in General Business and Management.

4.2 Programme Intended Learning Outcomes

A. Knowledge and Understanding
Demonstrate Knowledge and understanding of: <ol style="list-style-type: none">1. Markets - the development and operation of markets for resources, goods and services; customers - customer expectations, service and orientation.2. Business policy and strategy - the development of appropriate policies and strategies within a changing environment, to meet stakeholder interests.3. Finance - the sources, uses and management of finance; the use of accounting and other information systems for managerial applications.4. People - the management and development of people within organisations.5. Operations - the management of resources and operations.
B. Cognitive (Thinking) Skills
<ol style="list-style-type: none">1. Numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena; effective use of communication and information technology for business applications.2. Effective communication, oral and in writing, using a range of media which are widely used in business such as the

<p>preparation and presentation of business reports.</p> <ol style="list-style-type: none"> 3. Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately. 4. Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations. 5. Self-reflection and criticality including self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues. Also, the skills of learning to learn and developing a continuing appetite for learning; reflective, adaptive and collaborative learning. 6. Effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise; ability to conduct research into business and management issues, either individually or as part of a team for projects/dissertations/presentations. This requires familiarity with and an evaluative approach to a range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process. 7. Effective performance, within a team environment, including leadership, team building, influencing and project management skills. 8. Interpersonal skills of effective listening, negotiating, persuasion and presentation.
C. Practical Skills
<ol style="list-style-type: none"> 1. Formulate and suggest appropriate solutions to business problems. 2. Communicate in non-verbal and verbal formats appropriate to a specific business setting. 3. Use standard ICT business applications packages to improve business efficiency and effectiveness.
D. Transferable Skills
<ol style="list-style-type: none"> 1. Act as independent learners and carry this ability into their future career development. 2. Demonstrate a range of skills that are transferable within a business context. 3. Take responsibility for planning, preparing and writing a major written project.

4.3 Programme Structure

Order of Delivery	Module Title (Credits)	
1	Five Research Skills Classes (None)	Business Dissertation (20)
2	Supply Chain & Operations Management (20)	
3	Project Management (20)	
4	Services and Retail Marketing (20)	
5	Contemporary Business Strategy (20)	
6	Critical Issues in Globalisation (20)	
7	International Finance (20)	

4.4 Graduation Requirements

- An achievement of 140 QF credits
- A pass in all modules of the Programme

4.5 Admission Requirements

Target Students	Graduates from relevant VTC's Professional Diploma (PD) and Higher Diploma (HD) programmes or equivalent.
Minimum Admission Requirements	<p>1. Graduates of the following feeder programmes:</p> <ul style="list-style-type: none"> ▪ Professional Diploma in Business Management (PDBM) from VTC which includes the following modules from PDBM, plus at least 3 years relevant work experience: <ul style="list-style-type: none"> • Management Theory and Practice, Economics, • General Statistics and Data Analysis, • Business Organisation, • Financial Accounting and Management Accounting, • Marketing Strategy <p style="text-align: center;"><i>or</i></p> ▪ HD in Business Administration from VTC* <p style="text-align: center;"><i>or</i></p>

	<ul style="list-style-type: none"> ▪ A qualification equivalent to the above, i.e. a qualification pegged at the Hong Kong Qualifications Framework (QF) Level 4 or equivalent, covering the relevant module areas: accounting, business statistics, economics, management, marketing, and organisational management and <p>2. English language requirements:</p> <ul style="list-style-type: none"> ▪ Holders of VTC Higher Diploma (HD) or Professional ▪ Diploma (PD) taught and assessed in English; or ▪ Applicants who are not from the approved VTC feeder ▪ programmes should have successfully completed a HD, ▪ Associate Degree or PD taught and assessed in English ▪ from a recognised institution in Hong Kong or equivalent, ▪ or alternatively they should have attained a minimum overall IELTS score of 6.5 or equivalent. ▪ * HD <i>programmes using HKDSE results or equivalent as general admission requirement</i>
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4.6 Teaching and Learning Activities

The Programme employs a range of teaching and learning activities, such as lectures, seminars, case studies, exercise and individual consultation sessions.

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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