



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

SUMMARY ACCREDITATION REPORT

THE HANG SENG UNIVERSITY OF HONG KONG

LEARNING PROGRAMME ACCREDITATION

BACHELOR OF ARTS (HONOURS) IN ART AND DESIGN

JANUARY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA550), 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 Hang Seng University of Hong Kong to conduct a learning programme accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Arts (Honours) in Art and Design programme of The Hang Seng University of Hong Kong (the University) meets the stated objectives and QF standards and can be offered as an accredited programme; and
- (b) To issue to the University an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

2. HKCAAVQ'S Determination

Learning Programme Accreditation

2.1 HKCAAVQ has determined that, the Bachelor of Arts (Honours) in Art and Design programme meets the stated objectives and QF standard at Level 5, and can be offered as an accredited programme with a validity period from 1 September 2020 to 31 August 2025.

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.

2.2.2 The maintenance of the accreditation status within the specified validity period is subject to the fulfilment of the requirement set out in 2.4.1 by the specified deadline.

2.3 The determinations on the Programme are specified as follows:

Name of Operator	The Hang Seng University of Hong Kong 香港恒生大學
Name of Award Granting Body	The Hang Seng University of Hong Kong 香港恒生大學
Title of Learning Programme	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	Not applicable
QF Level	Level 5
QF Credits	Not applicable
Mode(s) of Delivery and Programme Length	Full-time, 4 years
Intermediate Exit Award(s)	Not applicable
Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2025
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Year 1: 40 Year 2: 5 (2021/22 and after)* Year 3: 5 (2022/23 and after)* * Subject to actual number of intake and the total number of students will be capped at 40.

Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

2.4 Condition

2.4.1 Requirement

The Operator is to review and provide a detailed five-year implementation plan of the Programme showing that there will be sufficient resources, including qualified teaching staff with the relevant academic qualifications and industry experience, and physical resources to: (i) support the planned student number of each year; (ii) ensure financial sustainability; and (iii) meet the vision and mission of the Programme. The implementation plan should include the budget of the Programme, and should be reviewed annually by the Programme team in light of any changes in circumstances. The implementation plan should include the following information:

- (a) the budget of the Programme including operating, refurbishment and maintenance costs;
- (b) the annual student number projections;
- (c) the staffing numbers, workload and staff to student ratio;
- (d) the spatial requirements with rationale; and
- (e) the technical resource requirements with rationale.

The Operator is to submit relevant documents to HKCAAVQ on the fulfilment of the above requirement **on or before 31 March each year of validity period.**

2.5 Recommendation

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

- 2.5.1 The Operator should ensure the programme marketing material accurately reflect the content and ethos of the programme in order

that applicants are fully aware of the generalist nature of the curriculum and potential employment opportunities.

- 2.6 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 Hang Seng University of Hong Kong, formerly known as the Hang Seng Management College (the College), was registered under the Post Secondary Colleges Ordinance (Cap 320) as a privately-funded, non-profit post-secondary college in 2010, and it started to offer bachelor degree programmes accredited by HKCAAVQ in September 2010. Currently, the University offers 21 bachelor's degree programmes accredited at Qualifications Framework (QF) Level 5, and five master's degree programmes accredited at QF Level 6.
- 3.2 In 2016, then the College successfully obtained Programme Area Accreditation (PAA) status at QF Level 5 in three distinctive Areas of Study and Training – Business and Management; Languages and Related Studies; and Mass Media and Communications, Journalism and Public Relations. In addition, the College has attained and maintained the minimum total student enrolment of over 1,500 students since 2012/13, rendering it eligible to commence the application process for private university title. Consequently, the College commissioned HKCAAVQ to conduct an Institutional Review (IR) in April 2018 for the purpose of making an application for university title for consideration by the Chief Executive-in-Council. Upon completion of the IR, it was determined that the College meets the standards expected of a private university. On 30 October 2018, the College obtained approval of a private university title and changed its name to The Hang Seng University of Hong Kong.

- 3.3 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 was conducted on 7-8 November 2019.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives

- PO1 Develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment;
- PO2 Cultivate students' interpersonal and communication skills in preparation for future careers;
- PO3 Instill a strong sense of social responsibility and commitment in students to be upright citizens in multi-cultural contexts;
- PO4 Provide students with a solid foundation of conceptual, theoretical and practical knowledge in the field of art and design, supplemented with knowledge from humanities, social science, communication and business;
- PO5 Enhance students' global and local awareness through exploring various contemporary and critical issues related to different fields of art and design;
- PO6 Develop students' ability to produce art and design work and related products, services and businesses with local, greater China and global perspectives;
- PO7 Enhance students' business and technological awareness related to art and design.

4.2 Programme Intended Learning Outcomes

Upon completion of the BA-AD programme, students should be able to:

- PILO1 Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;
- PILO2 Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;
- PILO3 Evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;

- PILO4 Apply knowledge and theories to solving problems in art and design;
- PILO5 Apply theories, concepts and research methodologies in humanities and social sciences to examine various contemporary issues related to different fields of art and design;
- PILO6 Produce art and design activities, events and businesses to serve the community;
- PILO7 Incorporate art, design and business management and technological considerations into art and design activities, events and businesses.

4.3 Programme Structure

Study Area	Core (Credits)	Elective (Credits)	Total (Credits)	% of Curriculum
Art and Design	11 (57)	2 (6)	13 (63)	52.5%
Business Education	2 (6)	-	2 (6)	5.0%
Common Core Curriculum				
General Education	1 (3)	6 (18)	7 (21)	17.5%
Languages				
- Chinese	3 (9)	-	3 (9)	7.5%
- English	3 (9)	-	3 (9)	7.5%
Quantitative Methods & IT Skills	2 (6)	-	2 (6)	5.0%
Free Elective	-	2 (6)	2 (6)	5.0%
Total			32 (120)	100%

4.4 Graduation Requirements

- (a) obtained a Grade D or above on at least 120 credits (32 modules), including all core and elective modules according to the curriculum structure of the programme and cohorts within the normative/maximum period of study;
- (b) obtained a cumulative GPA of at least 2.0;
- (c) fulfilled the language competency exit requirement;
- (d) passed the Information Technology Proficiency Test; and
- (e) fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme.

4.5 Admission Requirements

Year 1 Standard Entry:

- (a) Hong Kong Diploma of Secondary Education (HKDSE) Examination
Level 3 or above in Chinese Language and English Language, and
Level 2 or above in Mathematics (Compulsory), Liberal Studies, and one other subject.
- (b) International Baccalaureate (IB) Diploma Programme
24 points (including three subjects at Higher Level and three subjects at Standard Level), with 12 points or above obtained from subjects at Higher Level, i.e. completion of IB Diploma.
- (c) SAT Qualification
A minimum of 1650 on SAT Reasoning Test (prior to March 2016) or 1190 on Redesigned SAT (from March 2016); and secondary school examination results are suggested to be considered apart from the SAT score.

Year 2 Standard Entry:

- Applicants should have completed an Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative Grade Point Average (cGPA) of 2.3 or equivalent.

Year 3 Standard Entry:

- Applicants should have completed an Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative Grade Point Average (cGPA) of 2.5 or equivalent, and pass the assessment as required by the programme, e.g. written test, interview, etc.

4.6 Teaching and Learning Activities

- 4.6.1 The Programme employs a variety of learning and teaching methods, such as lecture, tutorial, project, independent study, student presentation, case study, field study in Hong Kong, field sketching study, exercise and problem, internship, and art and design journal. The maximum class size is 40 students for lectures, 20 students for tutorials, and 40 students for laboratory/practical sessions.
- 4.6.2 The Programme uses a variety of methods to assess students' performance. These methods include examination, quiz, test, case study, oral presentation, project, assignment, studio exercise, and art and design journal.

4.7 Learner Support Services

The learner support services include the Virtual Reality (VR) Centre and studio space.

4.8 Graduate Profile

Please refer to Appendix.

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 QF.

Report No.: 20/01
File Reference: 56/27/01

**Graduate Profile of
Bachelor of Arts (Honours) in Art and Design**

Qualification Title	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	N/A
Programme Objectives	<p>The programme aims to:</p> <p>PO1 Develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment;</p> <p>PO2 Cultivate students' interpersonal and communication skills in preparation for future careers;</p> <p>PO3 Instill a strong sense of social responsibility and commitment in students to be upright citizens in multi-cultural contexts</p> <p>PO4 Provide students with a solid foundation of conceptual, theoretical and practical knowledge in the field of art and design, supplemented with knowledge from humanities, social science, communication and business;</p> <p>PO5 Enhance students' global and local awareness through exploring various contemporary and critical issues related to different fields of art and design;</p> <p>PO6 Develop students' ability to produce art and design work and related products, services and businesses with local, greater China and global perspectives;</p> <p>PO7 Enhance students' business and technological awareness related to art and design.</p>

<p>Programme Intended Learning Outcomes</p>	<p>Upon completion of the Programme, students should be able to:</p> <p>PILO1 Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;</p> <p>PILO2 Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;</p> <p>PILO3 Evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;</p> <p>PILO4 Apply knowledge and theories to solving problems in art and design;</p> <p>PILO5 Apply theories, concepts and research methodologies in humanities and social sciences to examine various contemporary issues related to different fields of art and design;</p> <p>PILO6 Produce art and design activities, events and businesses to serve the community;</p> <p>PILO7 Incorporate art, design and business management and technological considerations into art and design activities, events and businesses.</p>
<p>Education Pathways</p>	<p>Master of Arts in Art History/ Fine Arts/ Cultural and Heritage Tourism / Cultural Management/ Visual Arts/ Visual Arts Education and Creative Practice/ Visual Culture Studies/ Creative Media</p> <p>Master of Design in Design Practices/ Design Strategies/ Interaction Design/ International Design and Business Management</p> <p>Master of Fine Arts in Creative Media/ Graphic Design/ Interactive Design and Game Development/ Luxury and Fashion Management/ Photography/ Multimedia and Entertainment Technology/ Urban Environments Design</p> <p>Master of Philosophy in Creative Media</p> <p>Master of Social Sciences in Media, Culture and Creative Cities</p>

Employment Pathways	<p>Art and Design Project Management Trainee/Assistant/Consultant Art and Design-related Industries, NGOs and public /government institutions</p> <p>Venue and Event Management Trainee/Assistant Exhibition and event-related Industries</p> <p>Business Development Trainee/Assistant, Administrative Assistant Business and Social Entrepreneurship</p> <p>Customer Service Officer/Trainee Tourism and Leisure Industries</p> <p>Art Assistant and Service Designer Retail and Service Industries</p>
Minimum Admission Requirements	<p>Year 1 Standard Entry</p> <p>A. <u>Hong Kong Diploma of Secondary Education (HKDSE) Examination</u> Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics, Liberal Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination.</p> <p>B. <u>International Baccalaureate Diploma Programme</u> 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), i.e. completion of IB Diploma.</p> <p>C. <u>SAT Qualification</u></p> <ul style="list-style-type: none"> - A minimum of 1650 on SAT Reasoning Test (Prior to March 2016) or 1190 on Redesigned SAT (From March 2016). - Secondary school examination results are suggested to be considered apart from the SAT score.

	<p>Year 2 Standard Entry</p> <p>Applicants should have completed an Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative Grade Point Average (cGPA) of 2.3 or equivalent.</p>
	<p>Year 3 Standard Entry</p> <p>Applicants should have completed an Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative Grade Point Average (cGPA) of 2.5 or equivalent, and pass the assessment as required by the programme, e.g. written test, interview, etc.</p>
<p>Operator</p>	<p>The Hang Seng University of Hong Kong 香港恒生大學</p>