



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

SUMMARY ACCREDITATION REPORT

**TECHNOLOGICAL AND HIGHER EDUCATION INSTITUTE
OF HONG KONG,
VOCATIONAL TRAINING COUNCIL**

LEARNING PROGRAMME RE-ACCREDITATION

**BACHELOR OF ARTS (HONOURS) IN
PUBLIC RELATIONS AND MANAGEMENT**

MAY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA605), 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 Technological and Higher Education Institute of Hong Kong, Vocational Training Council (the Operator) to conduct 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 programme of Technological and Higher Education Institute of Hong Kong, Vocational Training Council (the Operator) (with specifications listed below) meets the stated objectives and QF 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.

Specifications of the programme seeking accreditation status

Programme title (English and Chinese)	Award title on exit (English and Chinese)	Mode of study	Programme length	Major(s) leading to distinctive awards, if any	Claimed QF level
*Bachelor of Arts (Honours) in Public Relations and Management *公共關係及管理 (榮譽) 文學士	*Bachelor of Arts (Honours) in Public Relations and Management *公共關係及管理 (榮譽) 文學士	Full-time	4 years	N/A	5
		Part-time	^4 years		
	#Higher Diploma in Public Relations and Management #公共關係及管理 高級文憑	Full-time	5 semesters	N/A	4

*Programme title and exit award title will be changed:

From Bachelor of Arts (Honours) in Public Relations and Management (公共關係及管理 (榮譽) 文學士) to Bachelor of Arts (Honours) in

Public Relations and International Events Management (公共關係及國際項目管理 (榮譽) 文學士)

#Intermediate exit award title will be changed:

From Higher Diploma in Public Relations and Management (公共關係及管理高級文憑) to Higher Diploma in Public Relations and International Events Management (公共關係及國際項目管理高級文憑)

^Year 3 entry arrangement only

2. HKCAAVQ'S Determination

2.1 HKCAAVQ has determined that 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 5 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 Operator(s)	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院
Name of Award Granting Body	Vocational Training Council 職業訓練局
Title of Learning Programme	Bachelor of Arts (Honours) in Public Relations and International Events Management 公共關係及國際項目管理 (榮譽) 文學士
Title of Qualification(s) [Exit Award(s)]	Bachelor of Arts (Honours) in Public Relations and International Events Management 公共關係及國際項目管理 (榮譽) 文學士
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations

Sub-area (Primary Area of Study and Training)	Mass Media and Communications, Journalism and Public Relations
Other Area of Study and Training	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
QF Level	Level 5
QF Credits	554
Mode(s) of Delivery and Programme Length	Full-time, 4 years Part-time, 4 years (for advanced standing only)
Intermediate Exit Award(s)	<p>Title of Qualification: Higher Diploma in Public Relations and International Events Management 公共關係及國際項目管理高級文憑</p> <p>QF Level: Level 4</p> <p>QF Credits: 315</p> <p>Attainment: Completion of 5 semesters in full-time mode of the Bachelor of Arts (Honours) in Public Relations and International Events Management</p>
Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2025
Number of Enrolment(s)	One enrolment per year for full-time Year 1 entry Two enrolments per year for advanced standing entry
Maximum Number of New Students	Full-time Year 1 entry: 30 per year Full-time Year 3 entry: 40 per year Part-time Year 5 entry: 20 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Address of Teaching / Training Venue(s)	<p>Technological and Higher Education Institute of Hong Kong (Chai Wan Campus) 133 Shing Tai Road, Chai Wan, Hong Kong</p> <p>Technological and Higher Education Institute of Hong Kong (Tsing Yi Campus) 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong</p>
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2.4 Recommendations

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

- 2.4.1 The Operator should critically review the curriculum and consider the inclusion of areas such as global communication and cross-cultural studies through a different choice of the electives to better align with the international dimension of the Programme.
 - 2.4.2 The Operator should consider requiring students admitted to the Programme who are relatively weak in English to take additional English courses in lieu of programme elective courses.
 - 2.4.3 The Operator should develop the teaching staff so that technology and innovation are more consistently embraced in the learning, teaching and assessment activities of the Programme.
 - 2.4.4 The Operator should conduct a detailed and rigorous analysis on the performance disparity of Year 3 versus Year 1 entrants covering entrants from different pathways, and take appropriate actions to address issues identified.
- 2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programmes continue 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 Technological and Higher Education Institute of Hong Kong (THEi) was established in 2012 as a member institution of the Vocational Training Council (VTC). THEi mainly operates local self-financed bachelor degree programmes and was granted Institutional Review status by HKCAAVQ in September 2012. As of March 2020, it has 23 bachelor degree programmes, 5 professional diploma programmes, and 4 professional certificate programmes accredited by HKCAAVQ.
- 3.2 THEi commissioned HKCAAVQ to conduct learning programme re-accreditation of the Bachelor of Arts (Honours) in Public Relations and Management programme (PRM) which was accredited initially in 2015. THEi also proposed to change PRM to the Bachelor of Arts (Honours) in Public Relations and International Events Management programme (PRIEM) upon re-accreditation.
- 3.3 In view of the outbreak of the Coronavirus Disease-2019 (COVID-19), the site visit was conducted by the Panel via video-conference on 19-20 March 2020 to reduce social contact. HKCAAVQ's *Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework (Version 1.1, April 2019)* was the guiding documents for THEi and the Panel in conducting this exercise.

4. Programmes Details

The following information of PRIEM is provided by the operator.

4.1 Programme Objectives

PO1: Equip students with a solid foundation of local and global knowledge in public relations, reputation and international events management related practices, that will prepare them as junior executives and ultimately managerial roles after graduation;

PO2: Develop students' abilities in public relations and management of marketing, international events and communication resources so as to meet the emerging needs and development of different businesses and organisations;

PO3: To build up students' capabilities in professional practice on work ethics, teamwork, communication, management,

entrepreneurship, creativity, events management and other skills for solving complex public relations, reputation and management-related problems.;

PO4: Develop students with tactical, strategic, and global perspectives on contemporary issues in the areas of public relations, reputation management, marketing, events management, management and communications for the growth and betterment of the media and communications industry; and

PO5: Strengthen students' abilities to keep abreast of developments in their professions, and to pursue independent and lifelong learning.

4.2 Programme Outcomes

PLO1: Apply the knowledge and skills of public relations, reputation and international events management in the managerial and operational contexts of the communication and events management profession;

PLO2: Analyse and evaluate local and global issues and strategic challenges related to public relations/events, reputation and management in order to make recommendations for business/organisation improvements;

PLO3: Develop investigative methods and solutions to public relations/international events, reputation and management-related problems;

PLO4: Perform public relations/international events, reputation and management functions effectively to facilitate communication activities with consideration of professional ethics and responsibilities in the communication and events management industries;

PLO5: Communicate effectively with different audiences and target groups in order to deliver specified strategic communications objectives; and

PLO6: Reflect on personal career goals and social trends for one's career development and lifelong learning.

4.3 Programme Structure

4.3.1 PRIEM is a 4-year full-time bachelor degree programme which also offers a part-time mode of study. It comprises 132 Institute Credit Points (CPs) which are equivalent to 554 QF Credits. It has 45 modules, including 1 non-credit bearing WIL module.

4.3.2 PRIEM has two main categories of modules, namely the General Education (GE) modules and the Industry/Profession-Specific (IPS) modules. The table below shows the distribution of the GE and IPS modules.

Module Type		Year 1 & 2 CPs		Year 3 & 4 CPs		No. of Modules	CPs	
		QF L4	QF L5	QF L4	QF L5		No.	%
GE Modules	GE Core (English)	3	-	-	6	3	9	27.3%
	GE Core (Chinese)	3	3	-	-	2	6	
	GE Core	9	-	-	-	3	9	
	GE Elective	-	6	-	6	4	12	
IPS Modules	Programme Core	18	18	-	48	28	84	72.7%
	Programme Elective	6		6		4	12	
	WIL	-	-	Nil*	-	1	Nil*	
Total		66 (50%)		66 (50%)		45	132 (100%)	

*WIL modules are non-credit bearing

4.3.3 Students can choose to exit PRIEM with a Higher Diploma (HD) award after the completion of five semesters of study. This intermediate exit awards comprise 75 CPs and two non-credit bearing modules E-learning package: English for Workplace Communication and WIL.

4.4 Graduation Requirements

- An achievement of 132 Institute Credit Points (CPs), with the completion of a non-credit bearing Work-Integrated Learning (WIL) module. In addition, a pass in all compulsory and required elective modules is required.

4.5 Admission Requirements

- Admission requirements for Year-1 Entry and Advanced Standing Entry:

Standard Entry Route		Non-Standard Entry Route
Local Qualification	Non-local Qualification	
<p><u>HKDSE</u></p> <p>Level 3 in</p> <ul style="list-style-type: none"> Chinese Language English Language <p>Level 2 in</p> <ul style="list-style-type: none"> Mathematics Liberal Studies 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An “Attained” in a relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> Grade E in HKALE (AS-Level) Chinese Language & Culture or A-Level Chinese Literature or Grade D in an HKCEE language other than Chinese and English, and Grade E in HKALE (AS-Level) Use of English; and Grade E in 1 HKALE A-Level or 2 other AS-Level subjects; and Grade E / Level 2 in 5 HKCEE subjects, including English Language and Chinese Language 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and A score above 100 out of a maximum of 150 for the English Language <p><u>International Baccalaureate (IB)</u></p> <ul style="list-style-type: none"> Holder of an International Baccalaureate Diploma; and One of the following English Language results: <ul style="list-style-type: none"> Grade 4 or above in IB English A1 or A2 (Higher or Standard Level); or Grade 4 or above in IB English B (Higher Level); or Grade 5 or above in IB English B (Standard Level); or Grade 4 or above in IB English A: Language and Literature (Higher or Standard Level); or Grade 4 or above in IB English A: Literature (Higher or Standard Level); or Grade 4 or above in IB English Literature and Performance (Standard Level). <p><u>Business and Technology Education Council (BTEC)</u></p> <ul style="list-style-type: none"> Holder of a BTEC Level 3 Diploma of “MM” Grades or a BTEC Level 3 Extended 	<ul style="list-style-type: none"> To be determined by the Faculty Dean on a case-by-case basis

	Diploma of “MPP” Grades*; and <ul style="list-style-type: none"> • Grade C / Grade 4 or above in IGCSE English Language or English as a Second Language. <i>“M” stands for Merit and “P” stands for Pass</i> <u>Other Non-local Qualifications</u> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications, achieving a standard of English equivalent to the HKDSE’s English Language Level 3 	
Admission into Full-time Year 3 / Part-time Year 5 of the Institute’s Undergraduate Bachelor’s Degree Programmes		
Applicants with a VTC HD or equivalent sub-degree qualifications/studies in the relevant streams may be admitted into Year 3 of full-time mode and Year 5 of part-time mode of the degree programme, if they pass an interview to assess their suitability.		

4.6 Teaching and Learning Activities

The Programmes employ various teaching and learning activities, such as lectures, tutorials, workshops, projects, field trips and industrial attachment.

4.7 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.: 20/62
File Reference: 72/37/02

**Graduate Profile of the Bachelor of Arts (Honours) in Public Relations
and International Events Management programme**

Qualification Title	Bachelor of Arts (Honours) in Public Relations and International Events Management 公共關係及國際項目管理（榮譽）文學士
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study and Training	A10 Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and Training)	A1001 Mass Media and Communications, Journalism and Public Relations
Other Area of Study and Training	A03 Business and Management
Sub-area (Other Area of Study and Training)	A0305 General Business Management
Programme Objectives	<p>PO1: Equip students with a solid foundation of local and global knowledge in public relations, reputation and international events management related practices, that will prepare them as junior executives and ultimately managerial roles after graduation;</p> <p>PO2: Develop students' abilities in public relations and management of marketing, international events and communication resources so as to meet the emerging needs and development of different businesses and organisations;</p> <p>PO3: To build up students' capabilities in professional practice on work ethics, teamwork, communication, management, entrepreneurship, creativity, events management and other skills for solving complex public relations, reputation and management-related problems.;</p>

	<p>PO4: Develop students with tactical, strategic, and global perspectives on contemporary issues in the areas of public relations, reputation management, marketing, events management, management and communications for the growth and betterment of the media and communications industry; and</p> <p>PO5: Strengthen students' abilities to keep abreast of developments in their professions, and to pursue independent and lifelong learning.</p>
Programme Intended Learning Outcomes	<p>PLO1: Apply the knowledge and skills of public relations, reputation and international events management in the managerial and operational contexts of the communication and events management profession;</p> <p>PLO2: Analyse and evaluate local and global issues and strategic challenges related to public relations/events, reputation and management in order to make recommendations for business/organisation improvements;</p> <p>PLO3: Develop investigative methods and solutions to public relations/international events, reputation and management-related problems;</p> <p>PLO4: Perform public relations/international events, reputation and management functions effectively to facilitate communication activities with consideration of professional ethics and responsibilities in the communication and events management industries;</p> <p>PLO5: Communicate effectively with different audiences and target groups in order to deliver specified strategic communications objectives; and</p> <p>PLO6: Reflect on personal career goals and social trends for one's career development and lifelong learning.</p>
Education Pathways	<p>Graduates of the Programme will have the opportunities to further their studies in communication and events management, and/or related areas at postgraduate level offered by local and overseas institutions.</p>
Employment Pathways	<p>Graduates of the Programme will be capable of assuming executive positions in areas such as public relations, advertising, corporate communications, marketing, events management, media planning and buying, media sales and marketing, investor relations, customer relations, community relations, copywriting, translation and corporate brand management, for profit and non-profit organisations.</p>
Minimum Admission Requirements	<p>The Programme follows the admission requirements of Year-1 Entry and Advanced Standing Entry of THEi's degree programmes as tabulated below:</p>

Standard Entry Route		Non-Standard Entry Route
Local Qualification	Non-local Qualification	
<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> • Chinese Language • English Language <p>Level 2 in</p> <ul style="list-style-type: none"> • Mathematics • Liberal Studies • 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An “Attained” in a relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> • Grade E in HKALE (AS-Level) Chinese Language & Culture or A-Level Chinese Literature or Grade D in an HKCEE language other than Chinese and English, and • Grade E in HKALE (AS-Level) Use of English; and • Grade E in 1 HKALE A-Level or 2 other AS-Level subjects; and • Grade E / Level 2 in 5 HKCEE subjects, including English Language and Chinese Language 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> • A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and • A score above 100 out of a maximum of 150 for the English Language <p><u>International Baccalaureate (IB)</u></p> <ul style="list-style-type: none"> • Holder of an International Baccalaureate Diploma; and • One of the following English Language results: <ul style="list-style-type: none"> - Grade 4 or above in IB English A1 or A2 (Higher or Standard Level); or - Grade 4 or above in IB English B (Higher Level); or - Grade 5 or above in IB English B (Standard Level); or - Grade 4 or above in IB English A: Language and Literature (Higher or Standard Level); or - Grade 4 or above in IB English A: Literature (Higher or Standard Level); or - Grade 4 or above in IB English Literature and Performance (Standard Level). <p><u>Business and Technology Education Council (BTEC)</u></p> <ul style="list-style-type: none"> • Holder of a BTEC Level 3 Diploma of “MM” Grades or a BTEC Level 3 Extended Diploma of “MPP” Grades*; and • Grade C / Grade 4 or above in IGCSE English Language or English as a Second 	<ul style="list-style-type: none"> • To be determined by the Faculty Dean on a case-by-case basis

	<table border="1"> <tr> <td data-bbox="359 199 793 562"></td> <td data-bbox="793 199 1240 562"> <p>Language. <i>“M” stands for Merit and “P” stands for Pass</i></p> <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications, achieving a standard of English equivalent to the HKDSE’s English Language Level 3 </td> <td data-bbox="1240 199 1495 562"></td> </tr> <tr> <td colspan="3" data-bbox="359 562 1495 638"> <p>Admission into Full-time Year 3 / Part-time Year 5 of the Institute’s Undergraduate Bachelor’s Degree Programmes</p> </td> </tr> <tr> <td colspan="3" data-bbox="359 638 1495 804"> <p>Applicants with a VTC HD or equivalent sub-degree qualifications/studies in the relevant streams may be admitted into Year 3 of full-time mode and Year 5 of part-time mode of the degree programme, if they pass an interview to assess their suitability.</p> </td> </tr> </table>		<p>Language. <i>“M” stands for Merit and “P” stands for Pass</i></p> <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications, achieving a standard of English equivalent to the HKDSE’s English Language Level 3 		<p>Admission into Full-time Year 3 / Part-time Year 5 of the Institute’s Undergraduate Bachelor’s Degree Programmes</p>			<p>Applicants with a VTC HD or equivalent sub-degree qualifications/studies in the relevant streams may be admitted into Year 3 of full-time mode and Year 5 of part-time mode of the degree programme, if they pass an interview to assess their suitability.</p>		
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<p>Operator</p>	<p>Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院</p>									