



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

SUMMARY ACCREDITATION REPORT

UOW COLLEGE HONG KONG

AND

UNIVERSITY OF WOLLONGONG

LEARNING PROGRAMME RE-ACCREDITATION

BACHELOR OF BUSINESS

BACHELOR OF COMMUNICATION AND MEDIA STUDIES

AND

BACHELOR OF COMPUTER SCIENCE

APRIL 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA562), 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) (AAVQO), was commissioned by UOW College Hong Kong (UOWCHK) and University of Wollongong (UOW) 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 three programmes of UOW College Hong Kong and University of Wollongong (the Operator) meet the stated objectives and HKQF standards and can continue to be offered as accredited programmes;
 - (i) Bachelor of Business
NCR Registration/Reference No.: 212897
 - (ii) Bachelor of Communication and Media Studies
NCR Registration/Reference No.: 212896
 - (iii) Bachelor of Computer Science
NCR Registration/Reference No.: 212898
- (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 Accreditation

2.1 HKCAAVQ has determined that, subject to the fulfilment of the condition, the following three programmes meet the stated objectives and HKQF standards at Level 5 and can continue to be offered as accredited programmes with a validity period of four years from 29 August 2020 to 31 August 2024.

- (i) Bachelor of Business (BBUS)
- (ii) Bachelor of Communication and Media Studies (BCMS)
- (iii) Bachelor of Computer Science (BCS)

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 programmes are specified as follows:

Name of Local Operator	UOW College Hong Kong 香港伍倫貢學院		
Name of Non-local Operator	University of Wollongong		
Name of Award Granting Body	University of Wollongong		
Title of Learning Programme	Bachelor of Business	Bachelor of Communication and Media*	Bachelor of Computer Science
Title of Qualification(s) (Exit Award(s))	Bachelor of Business	Bachelor of Communication and Media*	Bachelor of Computer Science
Primary Area of Study and Training	Business and Management	Mass Media and Communications, Journalism and Public Relations	Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	General Business Management	Mass Media and Communications, Journalism and Public Relations	Computer Science and Information Technology
Other Area of Study and Training	Not applicable	Not applicable	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable	Not applicable	Not applicable
Industry	Not applicable	Not applicable	Not applicable
Branch	Not applicable	Not applicable	Not applicable

HKQF Level	Level 5	Level 5	Level 5
HKQF Credits	158	158	158
Mode(s) of Delivery and Programme Length	Full-time, 12 months	Full-time, 12 months	Full-time, 12 months
Start Date of Validity Period	29 August 2020	29 August 2020	29 August 2020
End Date of Validity Period	31 August 2024	31 August 2024	31 August 2024
Number of Enrolment(s)	One enrolment per year	One enrolment per year	One enrolment per year
Maximum Number of New Students	100 per year	100 per year	100 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Address of Teaching/Training Venue(s)	Telford Annex, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon		

**The Operator proposed to change the programme title and exit award title from “Bachelor of Communication and Media Studies” to “Bachelor of Communication and Media”.*

2.4 Recommendations

HKCAAVQ also offers the following recommendations for continuous improvement of the programmes.

For three programmes

- 2.4.1 The Operator should implement a monitoring system for the academic performance of those students, who graduated from sub-degree programmes with a GPA less than 2.0, at the early stage in their enrolment to ensure that the programmes remain at an appropriate standard.

For BBUS

- 2.4.2 The Operator should continue to monitor and identify potential students at risk and provide additional academic support to ensure they are given an opportunity to complete the programme.
- 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 UOW College Hong Kong (UOWCHK) was formerly known as the Community College of City University (CCCU). UOWCHK is a company limited by guarantee registered under the Companies Ordinance (Cap. 622). Under a strategic alliance with City University of Hong Kong (CityU), University of Wollongong (UOW) assumes stewardship of CCCU over a five-year transitional period from June 2015 to June 2020. Following the end of the five-year transition, CityU will resign as a Member of the company and UOWCHK will become wholly-owned by UOW.
- 3.2 University of Wollongong (UOW) was founded in 1951 when the then New South Wales University of Technology established a division at Wollongong. Ten years later, the division became a College of the University of New South Wales. In 1975, UOW became an autonomous institution. Originally established to provide tertiary education for engineers and metallurgists in the burgeoning steel industry, UOW has developed into a teaching and research institution. UOW conducts research in fields such as innovative materials, engineering and manufacturing, health and medical research, society, policy and culture, environmental sustainability, and information and mathematical sciences.
- 3.3 UOWCHK and UOW (the Operator) commissioned HKCAAVQ to conduct a Learning Programme Re-accreditation (Re-LPA) for BBUS,

BCMS and BCS. HKCAAVQ formed an expert Panel to conduct an accreditation exercise on 13 and 14 February 2020.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs)

BBUS

4.1.1 BBUS aims to provide students with a broad education across all key aspects of the business environment. The POs and PILOs are as follows:

Programme Objectives (POs)

PO1	To offer a broad education across all key aspects of the business environment.
PO2	To study the essential core disciplines of accounting, economics, finance, management and marketing.

Programme Intended Learning Outcomes (PILOs)

PILO1	Demonstrate core knowledge of business and organisations;
PILO2	Effectively communicate orally and in writing;
PILO3	Critically analyse business and organisational issues in local, national and international contexts;
PILO4	Demonstrate responsible judgement in decision making;
PILO5	Work effectively with others on shared goals;
PILO6	Use relevant technology for professional purposes;
PILO7	Demonstrate independent learning.

BCMS

4.1.2 BCMS aims to prepare students for creative media and communication careers. The new title 'Bachelor of Communication and Media' is expected to be introduced in 2020 with revised POs and PILOs as follows:

Programme Objectives (POs)

PO1	To provide students with a strong foundation for a career in the communication and media industry where communication in English is a strength.
PO2	To gain skills in developing and curating online content appropriate to digital and social media careers.
PO3	To learn to work in teams in ways that are relevant to emerging creative industries, including in creative game media.

Programme Intended Learning Outcomes (PILOs)

PILO1	Demonstrate sound understanding of media and communication industries, practices, users, and regulation;
PILO2	Demonstrate practical production skills appropriate to the Digital and Social Media major;
PILO3	Communicate effectively and ethically across a wide range of contexts, and contribute at a high level to the circulation of ideas and information;
PILO4	Demonstrate the capacity to work independently and in teams, to manage continuous professional self-development, and to sustain professional relationships with integrity;
PILO5	Synthesise conceptual, analytical and practical production skills to address complex issues in media and communication;
PILO6	Develop novel solutions and resources that demonstrate expertise in media and communication.

BCS

- 4.1.3 BCS aims to equip students with essential knowledge and skills in both foundational areas of computer science. The POs and PILOs are as follows:

Programme Objectives (POs)

PO1	To develop high-level programming skills that can be applied across a wide range of industries.
PO2	To understand the structure of data and the role it plays in delivering solutions to complex problems.

Programme Intended Learning Outcomes (PILOs)

PILO1	Demonstrate an understanding of core knowledge of computer fundamentals and the ability to apply theoretical basis of computer science to solve a range of practical problems;
PILO2	Design and develop innovative software solutions for a variety of applications;
PILO3	Design, develop, and employ novel approaches and algorithms in solving practical problems;
PILO4	Deploy appropriate theory, practices, and tools for the specification, design, implementation, and maintenance as well as the evaluation of computer-based systems;
PILO5	Function effectively as part of a team to accomplish a set of common goals and objectives and communicate with project stakeholders;
PILO6	Adopt a professional and ethical approach to decision making and related social responsibilities.

4.2 Programme Structure

BBUS

- 4.2.1 In Hong Kong, the BBUS is a 12-month full-time top-up degree programme, which includes 12 subjects totaling 72 credits/158 HKQF credits. Each subject carries 13.2 HKQF credits.

Core Subjects
1. Statistics for Business
2. International Marketing
3. Organisational Behaviour
4. Public Relations Concepts
5. Managing Across Cultures
6. Responsible Leadership
7. Management of Change
8. Strategic Management
9. Principles of Responsible Business
10. Integrative Business Capstone
11. Industry and Trade in Asia
12. Digital Marketing

BCMS

- 4.2.2 In Hong Kong, the BCMS is a 12-month full-time top-up degree programme, which includes 12 subjects (11 core subjects) and one elective totaling 72 credits/158 HKQF credits. Each subject carries 13.2 HKQF credits.

Core Subjects	
1.	Future Networks
2.	Understanding Research Practice
3.	Global Media and Social Justice
4.	Media Ethnographies
5.	Emerging Issues in Media & Communication
6.	Digital and Social Innovation
7.	Game Media Industries
8.	Future Cultures
9.	Game Experience Design
10.	Collaborative Production Workshop
11.	Advanced Digital Media Project
Elective Subjects	
1.	Digital Asia
2.	Global Media Interventions
3.	The Future of Work

BCS

- 4.2.3 In Hong Kong, the BCS is a 12-month full-time top-up degree programme, which includes 11 subjects totaling 72 credits/158 HKQF credits. Each subject carries 13.2 HKQF credits, except Project.

Core Subjects	
1.	Human Computer Interaction
2.	Project
3.	Introduction to Web Technology
4.	IT Project Management
5.	Database Systems
6.	Advanced Programming
7.	Software Development Methodologies
8.	Algorithms and Data Structures
9.	Mathematics for Computer Science
Elective Subjects	
1.	Distributed Systems and Cloud Computing
2.	Cryptography and Secure Applications
3.	Big Data Management
4.	Software Design
5.	Cybersecurity
6.	Big Data Mining Techniques and Implementation
7.	Multicore and GPU Programming
8.	Interactive Computer Graphics

4.3 Graduation Requirements

BBUS	Students are required to complete all assessment tasks, achieve a pass (50%) in all final exams or major piece of assessment (where there is no final exam) and achieve a minimum result of 50% overall for all assessments combined to meet the graduation requirements.
BCMS	Students are required to complete and pass twelve subjects worth six credit points each to be awarded the Bachelor of Communication and Media Studies.
BCS	Student are required to pass all core subjects and four elective subjects of the Bachelor of Computer Science Programme with a minimum result of 50% overall for all assessments combined and at least 40% in the final examination (for subjects with examination) to meet the graduation requirements.

4.4 Admission Requirements

4.4.1 To be eligible for entry to the UOW top-up degree, applicants (including mature applicants) must meet the following admission criteria:

- (a) Applicants must have completed a recognised Associate Degree (AD) or Higher Diploma (HD) in a related discipline.
- (b) Applicants need to be eligible for 72 credit points' exemption.
- (c) Applicants who do not qualify for the maximum exemption will be required to complete additional subject(s) as determined by UOW prior to an offer being made to the student.

BCS

4.4.2 In this accreditation, the Operator also proposed to add the following admission route for BCS:

Applicants from unrelated disciplines who have demonstrated foundation knowledge in computer science may also be considered. Such applicants will need to demonstrate they have completed a qualification at HKQF level 4 or equivalent, have met the core requirements or equivalent to be eligible for 72 credit points' exemption. Such applications will be handled in line with the UOW Credit for Prior Learning Policy and Procedures.

4.5 Teaching and Learning Activities

The medium of instruction (MOI) of the three programmes is English. The three programmes employ a mix of teaching and learning activities including lectures, tutorials and laboratories.

4.6 Learner Support Services

Examples of learner support services are counseling and academic support, etc.

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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