



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
UNIVERSITY OF WESTMINSTER**

**INITIAL EVALUATION AND
LEARNING PROGRAMME ACCREDITATION
BA (HONS) FASHION BUYING MANAGEMENT**

JULY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA623), 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 University of Westminster (jointly as the Operator) to conduct a combined exercise of Initial Evaluation (IE) and Learning Programme Accreditation (LPA) for the BA (Hons) Fashion Buying Management programme with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Operator meets the stated objectives and is competent to operate learning programmes that meet the HKQF Level 5 standards, and can be granted Initial Evaluation Status at HKQF Level 5;
- (b) To conduct an accreditation test as provided for in the AAVQO to determine whether the following programme of the Operator meets the stated objectives and HKQF standards and can be offered as an accredited programme; and

BA (Hons) Fashion Buying Management
Non-local Courses Registry (NCR) Registration Number:
Registration in progress

- (c) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) and (b) by HKCAAVQ.

2. HKCAAVQ'S Determination

Initial Evaluation (IE)

2.1 HKCAAVQ has determined that the Operator meets the stated objectives and is competent to operate learning programmes that meet HKQF standard at Level 5, and can be granted Initial Evaluation status at HKQF Level 5.

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 of the IE status 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	University of Westminster
Address of Local Operator	VTC Tower, 27 Wood Road, Wan Chai, Hong Kong
Highest HKQF Level of programme(s) which the Operator can operate upon successful learning programme accreditation	Level 5
Start date of 2-year validity period of IE accreditation status	1 September 2020
Scope of IE Accreditation Status	For accredited programme(s) operated by the Local Operator in partnership with the Non-local Operator in Hong Kong

Learning Programme Accreditation (LPA)

2.4 HKCAAVQ has determined that the BA (Hons) Fashion Buying Management programme (the Programme) meets the stated objectives and HKQF standard at Level 5, and can be offered as an accredited programme with a validity period of four years.

2.5 Validity Period

2.5.1 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.

2.6 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	University of Westminster
Name of Award Granting Body	University of Westminster
Title of Learning Programme	BA (Hons) Fashion Buying Management
Title of Qualification (Exit Award)	BA (Hons) Fashion Buying Management
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
Sub-area (Other Area of Study and Training)	Not applicable
HKQF Level	Level 5
HKQF Credits	120
Mode of Delivery and Programme Length	Full-time, one year
Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2024
Number of Enrolments	One enrolment per year
Maximum Number of New Students	30 new students per year
Address of Teaching / Training Venues	(1) 30 Shing Tai Road, Chai Wan, Hong Kong (2) 702 Lai Chi Kok Road, Cheung Sha Wan, Kowloon (3) 3 King Ling Road, Tseung Kwan O, New Territories (<i>current delivery site</i>) (4) 20 Tsing Yi Road, Tsing Yi Island, New Territories (5) 6 Oi Kwan Road, Wan Chai, Hong Kong (6) 18 Tsing Wun Road, Tuen Mun, New

	Territories (7) 21 Yuen Wo Road, Shatin, New Territories (8) 20 Hing Shing Road, Kwai Chung, New Territories (9) 25 Hiu Ming Street, Kwun Tong, Kowloon
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2.7 Recommendation

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

- 2.7.1 The Operator should engage local industry experts to provide inputs for continuous improvement of the Programme.
- 2.8 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 for Higher and Professional Education (SHAPE) was established by the Vocational Training Council (VTC) in 2003. It is one of the member institutions of VTC. It operates top-up degree programmes through collaboration with overseas and local universities primarily to provide VTC's Higher Diploma graduates with an articulation pathway to degree level studies.
- 3.2 The University of Westminster (UoW) is a public university based in London, United Kingdom (UK). UoW was founded in 1838 as a polytechnic, and it became a university in 1992 with degree-awarding power in accordance with the *Further and Higher Education Act 1992*.

3.3 SHAPE and UoW (jointly as the Operator) commissioned HKCAAVQ to conduct a combined exercise of IE and LPA for the BA (Hons) Fashion Buying Management programme. HKCAAVQ formed an expert panel (the Panel) for this exercise. A financial expert was also engaged to provide advice to the Panel in relation to financial resources. In view of the outbreak of the Coronavirus Disease 2019 (COVID-19), the site visit was conducted via video-conference on 6-7 May 2020 to reduce social contact. The *Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework* on the HKCAAVQ website was the guiding document for the Operator and the Panel in conducting this exercise.

4. Programmes Details

The following programme information is provided by the Operator.

4.1 Programme Aims (PAs)

PA 1	Demonstrate a detailed knowledge and practical experience of the global fashion and retail industry; the buying and product development function.
PA 2	Critically evaluate the environmental and social impact of the fashion industry on a global scale and have a commitment to social and environmental improvement within an ethical framework.
PA 3	Have the confidence to progress within the industry with a commitment to ongoing professional learning and development. Apply strong reflective skills to enable a reflective approach to understanding personal learning, group participation and self- development. To shape a career through flexibility, resilience and professional mobility
PA 4	Apply an entrepreneurial and enterprising outlook in working with and leading teams; in collaboration within organisations and between businesses, the supply chain and other stakeholders.
PA 5	Demonstrate a range of professional skills required within the fashion and retail industry through the completion of an extended period of professional practice in the work placement year. For example: product development, production sourcing and technology, marketing and promotional campaigns.

PA 6	Critically evaluate current and future scenarios in relation to the fashion industry and consumer facing retail businesses. Identify the macro and micro factors that impact upon and are affected by the fashion industry to formulate strategy.
PA 7	Formulate creative solutions to fashion industry problems using strong verbal, written, creative and digital communication skills.
PA 8	Combine strong numerical and analytical skills to evaluate and formulate profitable commercial outcomes.
PA 9	Present a highly tuned global awareness and appreciation of the international industry trends and drivers. Be equipped to work with and across a high level of cultures and diversity.

4.2 Programme Intended Learning Outcomes (PILOs)

Upon completion of the Programme, students are expected to achieve the following PILOs, which broadly fall into four categories: (a) Knowledge and Understanding (GU), (b) Graduate Attributes (GA), (c) Professional and Personal Practice Learning (PPP), and (d) Key Transferrable Skills (KTS).

PILO 1	Critically apply theoretical models to the solution of fashion industry problems in sectors such as the fashion supply chain, consumer behaviour and branding and communication. (KU)
PILO 2	Critically evaluate the environmental, social and economic impact and drivers of the fashion industry on a global scale. (KU)
PILO 3	Have the confidence to progress within the industry with a commitment to ongoing professional learning and development. Develop a reflective approach to understanding personal learning, group participation and self-development. To shape a career through flexibility resilience and professional mobility. (GA)
PILO 4	Apply an entrepreneurial and enterprising outlook in working with and leading teams; in collaboration within organisations and between businesses, the supply chain and other stakeholders. (GA)
PILO 5	Design and implement a major piece of research that draws on the critical thinking, knowledge and creative problem solving and skills gained through the course. (KTS)

PILO 6	Critically evaluate current and future scenarios in consumer facing retail businesses. Identify the environmental, social and economic macro and micro trends to understand the future consumer, formulate strategy and manage risk. (PPP)
PILO 7	Formulate creative solutions to fashion industry problems using strong verbal, written, creative and digital communication skills. (KTS)
PILO 8	Combine strong numerical and analytical skills to evaluate and generate profitable and sustainable commercial outcomes. (KTS)
PILO 9	Present a highly tuned global awareness and appreciation of the international industry trends and drivers. Be equipped to work with and across a high level of cultures and diversity. (GA)

4.3 Programme Structure and Graduation Requirements

Students are required to study and pass all four modules as shown in the table below with a total of 120 HKQF credits.

<u>Modules</u>	<u>HKQF Credits</u>
Major Project	60
The Changing Business of Retail	20
Commercial Skills	20
International Buying and Merchandising Negotiation	20
Total	120

4.4 Admission Requirements

1. Recognition of prior learning via the feeder programme
 - Graduates of VTC Higher Diploma in Fashion Branding and Buying (Branding and Communication stream; Buying & Retail Management stream; Product Development & Sourcing stream; and Visual Merchandising stream)
2. English language proficiency requirement
 - IELTS score of 6.0 with at least 6.0 in each element, or equivalent.
 - Graduates of VTC Higher Diploma are exempted from the above English language proficiency requirement.
 - Applicants holding post-secondary qualifications taught and assessed in English will be considered to have met the above English language proficiency requirement.

3. Recognition of prior learning via non-feeder programmes
 - Applicants possessing an alternative qualification deemed equivalent to a UK Level 5 qualification in a cognate discipline will be subject to a review of the applicant's academic qualification as well as the prior professional experience. An admission interview conducted by SHAPE interview panel with final approval made by UoW. These applicants will be required to meet the above English language proficiency requirement.

Remarks:

- *The Operator confirmed that the minimum admission requirements of the Programme are holders with relevant Higher Diplomas at HKQF Level 4 as approved by UoW.*
- *The Operator confirmed that holders with relevant Higher Diplomas at HKQF Level 4 (or as equivalent to a UK FHEQ Level 5 qualification) are considered as meeting the English language proficiency requirement of IELTS score of 6.0 with at least 6.0 in each element.*
- *The Operator confirmed that the Programme will only admit applicants with relevant work-based learning obtained from their Higher Diplomas, and the learning outcomes of the relevant work-based learning will be mapped against the learning outcomes of the Business Acumen module of the home programme. An admission interview will be conducted for applicants holding non-feeder Higher Diploma programmes by a SHAPE interview panel, and the final approval on admission will be made by UoW.*

4.5 Teaching and Learning Activities

The teaching and learning activities include lectures, tutorials, seminars, offsite visits, interactive business game and project.

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 Programmes no longer meet 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 Programmes 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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