



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 OF CONTINUING AND PROFESSIONAL
EDUCATION, CITY UNIVERSITY OF HONG KONG**

AND

COVENTRY UNIVERSITY

LEARNING PROGRAMME RE-ACCREDITATION

**BACHELOR OF SCIENCE (HONS)
IN AVIATION MANAGEMENT**

JULY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA 569), 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 of Continuing and Professional Education (SCOPE), City University of Hong Kong and Coventry University (CU), jointly as the Operator, to conduct a learning programme re-accreditation exercise with the following Terms of Reference:

- (a) To determine whether the following programme of the Operator meets the stated objectives and HKQF standard and can continue to be offered as an accredited programme.

Programme title	Exit award title	NCR Registration / Reference Number	Mode of study	Programme length	Claimed HKQF level
Bachelor of Science (Hons) in Aviation Management 航空管理 (榮譽)理學士	Bachelor of Science (Hons) in Aviation Management 航空管理 (榮譽)理學士	451731	Full-time	3 years	5
			Part-time	*2 years	

* Top-up arrangement only

- (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 Re-accreditation

2.1 HKCAAVQ has determined that, the Bachelor of Science (Hons) in Aviation Management meets the stated objectives and HKQF standard at Level 5, and can continue to be offered as an accredited programme with a validity period from 1 September 2020 to 31 August 2024.

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 of Continuing and Professional Education, City University of Hong Kong 香港城市大學專業進修學院
Name of Non-local Operator	Coventry University 考文垂大學
Name of Award Granting Body	Coventry University 考文垂大學
Title of Learning Programme	Bachelor of Science (Hons) in Aviation Management 航空管理（榮譽）理學士
Title of Qualification (Exit Award)	Bachelor of Science (Hons) in Aviation Management 航空管理（榮譽）理學士
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Transports and Logistics
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
HKQF Level	Level 5
HKQF Credits	360 QF credits
Modes of Delivery and Programme Length	Full-time, 3 years (for Year 1 entry) Full-time, 1 year (for top-up entry) Part-time, 2 years (for top-up entry)

Start Date of Validity Period	1 September 2020
End Date of Validity Period	31 August 2024
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Full-time: 90 per year (for Year 1 entry) Full-time: 90 per year (for top-up entry) Part-time: 60 per year (for top-up entry)
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching / Training Venues	1. City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Kowloon 2. UG2/F, UG3/F, ChinaChem Golden Plaza, 77 Mody Road, Tsim Sha Tsui East, Kowloon

2.4 Recommendation

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

- 2.4.1 The Panel recommended the Operator to prepare a yearly staffing plan from 2020/21 to 2022/23 that takes account of the projected student numbers of the Programme in both the full-degree programme and top-up programme for the full-time and part-time modes of delivery, to ensure sufficient qualified teaching staff in place for the coming three academic years and to provide support particularly for full-time academic staff on aviation research.
- 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 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 of Continuing and Professional Education (SCOPE) is an integral part of the City University of Hong Kong (CityU). Since 1992, SCOPE has been offering top-up degree programmes in collaboration with overseas universities.
- 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 CU has been collaborating with SCOPE since 2007. In 2010, SCOPE and CU entered into a collaborative partnership and obtained an Initial Evaluation (IE) status at HKQF Level 5. The partnership (jointly as the Operator) currently offers the following two bachelor's degree programmes accredited by HKCAAVQ:
- Bachelor of Science (Hons) in Aviation Management
 - Bachelor of Science (Hons) Information Technology for Business
- 3.4 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. Due to the outbreak of novel coronavirus, HKCAAVQ and the Operator decided to replace the in-person site interviews (7-8 May 2020) by video conference to reduce social contact.

4. Programmes Details

The following programme information is provided by the operator.

- 4.1 Programme Objectives
- opportunities to develop a general understanding of business and skills in management within the aviation industry;

- a breadth of knowledge and skills that emphasise the integrative nature of the functions of organisations within the industry;
- knowledge of the professional responsibilities within aviation, including an understanding of the associated ethical and legal issues, and the need for continuing professional development;
- experience of diverse team working and problem solving in simulated business and technical environments;
- particular knowledge and skills in the application of engineering fundamentals, information technology and quantitative methods to support the analysis and design of policy for the aviation business;
- a range of relevant knowledge and skills appropriate to graduate level employment with airline operators, airport authorities, or air logistics providers, or to engage in postgraduate study.

4.2 Programme Intended Learning Outcomes

On successful completion of the newly revamped Programme a student will be able to:

1. Develop sustainable solutions to aviation management problems, recognising the diversity of stakeholders that make up the global aviation industry.
2. Select and apply a range of research skills, management tools and strategies, to resolve current and future challenges in the aviation industry.
3. Promote, defend and justify recommendations using appropriately sourced evidence and data.
4. Identify, analyse and evaluate data from various sources to support decision making, business improvement, effective governance and regulatory compliance.
5. Work effectively in teams and as an individual, to deliver outcomes that recognize the diverse and international context of the aviation industry.

6. Select and effectively deploy relevant software and technologies to support management decision making and sustainable aviation operations.
7. Effectively manage relationships and behaviours that support management processes, business outcomes and professional development in aviation.
8. Evaluate and synthesise contemporary theory and research findings to propose innovative solutions to aviation management problems.
9. Effectively apply a range of management strategies and the principles of project management to achieve tangible outcomes to aviation management challenges and problems.
10. Consider and apply the fundamental principles of aeronautical engineering to inform sustainable management decision making within the aviation industry.

4.3 Programme Structure

Year 1			
Module Title	Contact Hours	QF Credits	Top-up Module
4029MAA Airport Planning and Design	48	20	N.A.
4030MAA Aviation Ecosystem	48	20	N.A.
4031MAA Fundamentals of Aeronautical Engineering and Flight Theory	48	20	N.A.
4032MAA Introduction to Project Management	24	10	N.A.
4033MAA Foundation of Aviation Economics and Financial Data Analysis	48	20	N.A.
4034MAA Foundations of Aviation Business	48	20	N.A.
107CAW Academic Writing: Developing Critical Thinking Skills	24	10	N.A.
Total no. of credits for Year 1 module		120	
Year 2			
Module Title	Contact Hours	QF Credits	Top-up Module
5041MAA Predictive Analytics for Aviation	48	20	N.A.
5042MAA Airline Marketing and Air Service Development	72	30	N.A.
293DEL Higher Intermediate English: Academic Essay Writing	24	10	N.A.

5039MAA Airport Operations	48	15	Yes
5040MAA Aviation Safety, Security and Emergency Planning	48	15	Yes
5043MAA Global Logistics and MRO Management	48	20	Yes
5044MAA Aviation Safety and Operations Assessment	N.A.	10	Yes
Total no. of credits for Year 2 module		120	
Year 3			
Module Title	Contact Hours	QF Credits	Top-up Module
6074MAA Strategic People Management in Aviation	48	20	Yes
6075MAA Airline Scheduling and Operations	48	20	Yes
6080MAA Dissertation Development	24	10	Yes
6081MAA Aviation Strategy and Finance	72	30	Yes
6083MAA Aviation Management Dissertation	72	30	Yes
301CES Effective Communication Skills 3	24	10	Yes
Total no. of credits for Year 3 module		120	

4.4 Graduation Requirements

Students who have successfully completed and passed all 360 UK credits of full degree or 180 UK credits of the top-up programme will be granted Bachelor of Science (Hons) in Aviation Management.

4.5 Admission Requirements

Year 1 - Standard Entry

- (a) Applicants obtaining total score of 15 or above in five HKDSE subjects, including English Language (Level 3 or above), Mathematics and no subject at Level 1; or
- (b) Applicants have successfully completed the “Diploma in International Degree Foundation”¹ offered by SCOPE; or
- (c) Equivalent qualifications.

Note ¹: The “Diploma in International Degree Foundation” programme admits HKDSE holders with at least five subjects at Level 2 including English Language (HKDSE Chinese is not required); or equivalent qualifications.

Top-up Programme - Standard Entry

- (a) Associate Degree, Higher Diploma or equivalent qualification in the aviation discipline; or

- (b) Associate Degree, Higher Diploma or equivalent qualification in logistics related disciplines with coverage in airport operations, air transportation, and business; or
- (c) Either one of the following professional licenses: Licensed Aircraft Maintenance Engineer (LAME) License (HKAR-66 or equivalent)/ Commercial Pilot License (CPL)/Air Transport Pilot License (ATPL) issued by an ICAO Contracting State, plus at least two years of aviation relevant work experience; or
- (d) Associate Degree, Higher Diploma or equivalent qualification in other disciplines plus at least three years of relevant work experience in aviation or logistics industry, and successful completion of a bridging module.

In addition to the above admission requirements, the requirement of English proficiency for admission is a minimum overall IELTS score of 6.5. Graduates of Associate Degree/Higher Diploma programmes for which English is the medium of instruction are considered to have met the English proficiency requirement.

4.6 Teaching and Learning Activities

- 4.6.1 The medium of instruction (MOI) of the Programme is English. The Programme employs a variety of learning and teaching methods, such as lecture, tutorial, laboratory and practical.
- 4.6.2 The Programme uses various assessment methods, including tests, coursework, presentations, group report, proposal report and dissertation.

4.7 Learner Support Services

The learner support services include an English Language Enhancement Programme and the following services:

- (a) Personal Development;
- (b) Career and Employment;
- (c) Student Counselling;
- (d) Student Scholarships;
- (e) Student Activities, Physical Education and Sports; and
- (f) School-based Reward and Incentive.

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.

Report No.: 20/75
File Reference: 100/02/05