



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

SUMMARY ACCREDITATION REPORT

HONG KONG COLLEGE OF TECHNOLOGY

LEARNING PROGRAMME ACCREDITATION AND LEARNING PROGRAMME RE-ACCREDITATION

**HIGHER DIPLOMA IN PROFESSIONAL ACCOUNTING
HIGHER DIPLOMA IN SOCIAL MEDIA AND CREATIVE
MARKETING**

**HIGHER DIPLOMA IN CREATIVE DESIGN AND MEDIA
HIGHER DIPLOMA IN COMPUTER STUDIES (MOBILE
APPLICATIONS AND GAME DEVELOPMENT)
HIGHER DIPLOMA IN SOCIAL WORK**

MARCH 2021

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: VA1181), 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 the Hong Kong College of Technology (“Operator”) to conduct a Learning Programme Accreditation (LPA) and Learning Programme Re-accreditation (re-LPA) Exercise with the following Terms of Reference:

(a) To conduct an accreditation test as provided for in AAVQO to determine whether the following programmes of the Operator meet the stated objectives and Hong Kong Qualifications Framework (HKQF, or in short QF) Level 4 standard and can be offered as accredited programmes:

- (i) Higher Diploma in Professional Accounting;
- (ii) Higher Diploma in Social Media and Creative Marketing;
- (iii) Higher Diploma in Creative Design and Media;

and

(b) To conduct an accreditation test as provided for in AAVQO to determine whether the following programmes of the Operator meet the stated objectives and QF Level 4 standards and can continue to be offered as accredited programmes:

- (i) Higher Diploma in Computer Studies (Mobile Applications and Game Development);
- (ii) Higher Diploma in Social Work;

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

1.2 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement. The Education Bureau’s *“Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure”* was also a guiding document used by the Panel and the Operator in conducting this exercise for the Higher Diploma programme(s). A site visit took place on 19 and 20 January 2021.

2. HKCAAVQ'S DETERMINATION

Learning Programme Accreditation

Higher Diploma in Professional Accounting

2.1 HKCAAVQ has determined that the Higher Diploma in Professional Accounting meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2021 to 31 August 2024.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below.

2.3 The determinations on the Learning Programme Accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Professional Accounting 專業會計學高級文憑
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Professional Accounting 專業會計學高級文憑
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Accounting, Finance and Investment
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	304

Mode(s) of Delivery and Programme Length	Full-time, 2 years 3,035 notional learning hours (including 1,385 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2021 to 31 August 2024
Number of Enrolment(s)	1 enrolment per year
Maximum Number of New Students	Maximum of 40 learners per year Maximum of 40 learners per class
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme includes Internship for 61 QF credits to be conducted in 605 hours. 此課程包括為期 605 小時的實習，佔 61 資歷學分。
Address of Teaching/ Training Venue(s)	(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園－新界沙田馬鞍山鞍誠街 2 號 (2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, 2 Hang Hong Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園－新界沙田馬鞍山恆康街 2 號耀安邨 (3) HKCT Ho Man Tin Campus – 14 Princess Margaret Road, Ho Man Tin, Kowloon 港專何文田校園－九龍何文田公主道 14 號

Learning Programme Accreditation

Higher Diploma in Social Media and Creative Marketing

2.4 HKCAAVQ has determined that the Higher Diploma in Social Media and Creative Marketing meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2021 to 31 August 2024.

2.5 **Validity Period**

2.5.1 The validity period will commence on the date specified below.

2.6 The determinations on the Learning Programme Accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Social Media and Creative Marketing 社交媒體及創意營銷高級文憑
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Social Media and Creative Marketing 社交媒體及創意營銷高級文憑
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	304

Mode(s) of Delivery and Programme Length	Full-time, 2 years 3,035 notional learning hours (including 1,385 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2021 to 31 August 2024
Number of Enrolment(s)	1 enrolment per year
Maximum Number of New Students	Maximum of 40 learners per year Maximum of 40 learners per class
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme includes Internship for 61 QF credits to be conducted in 605 hours. 此課程包括為期 605 小時的實習，佔 61 資歷學分。
Address of Teaching/ Training Venue(s)	(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園－新界沙田馬鞍山鞍誠街 2 號 (2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, 2 Hang Hong Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園－新界沙田馬鞍山恆康街 2 號耀安邨 (3) HKCT Ho Man Tin Campus – 14 Princess Margaret Road, Ho Man Tin, Kowloon 港專何文田校園－九龍何文田公主道 14 號

Learning Programme Accreditation

Higher Diploma in Creative Design and Media

2.7 HKCAAVQ has determined that the Higher Diploma in Creative Design and Media meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2021 to 31 August 2024.

2.8 Validity Period

2.8.1 The validity period will commence on the date specified below.

2.9 The determinations on the Learning Programme Accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Creative Design and Media 創意設計及媒體高級文憑
Title of Qualification(s) (Exit Award(s))	(1) Higher Diploma in Creative Design and Media (Moving Image) 創意設計及媒體高級文憑（數碼影像） (2) Higher Diploma in Creative Design and Media (Visual Communication) 創意設計及媒體高級文憑（視覺傳達）
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
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4

QF Credits	270
Mode(s) of Delivery and Programme Length	Full-time, 2 years 2,700 notional learning hours (including 900 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2021 to 31 August 2024
Number of Enrolment(s)	1 enrolment per year
Maximum Number of New Students	Maximum of 40 learners per year Maximum of 40 learners per class
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme includes 2 Streams, namely 'Moving Image' and 'Visual Communication'. 此課程包括 2 個選修項目，項目名稱為「數碼影像」及「視覺傳達」。
Address of Teaching/ Training Venue(s)	(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園－新界沙田馬鞍山鞍誠街 2 號 (2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, 2 Hang Hong Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園－新界沙田馬鞍山恆康街 2 號耀安邨 (3) HKCT Ho Man Tin Campus – 14 Princess Margaret Road, Ho Man Tin, Kowloon 港專何文田校園－九龍何文田公主道 14 號

Learning Programme Re-accreditation

Higher Diploma in Computer Studies (Mobile Applications and Game Development)

2.10 HKCAAVQ has determined that the Higher Diploma in Computer Studies (Mobile Applications and Game Development) meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2021 to 31 August 2025.

2.11 **Validity Period**

2.11.1 The validity period will commence on the date specified below.

2.12 The determinations on the Learning Programme Re-accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Computer Studies (Mobile Applications and Game Development) 電腦學高級文憑（流動應用程式及遊戲開發）
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Computer Studies (Mobile Applications and Game Development) 電腦學高級文憑（流動應用程式及遊戲開發）
Primary Area of Study and Training	Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	Computer Science and Information Technology
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	270

Mode(s) of Delivery and Programme Length	Full-time, 2 years 2,700 notional learning hours (including 900 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2021 to 31 August 2025
Number of Enrolment(s)	1 enrolment per year
Maximum Number of New Students	Maximum of 40 learners per year Maximum of 40 learners per class
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	Not applicable
Address of Teaching/ Training Venue(s)	<p>(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園－新界沙田馬鞍山鞍誠街 2 號</p> <p>(2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, 2 Hang Hong Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園－新界沙田馬鞍山恆康街 2 號耀安邨</p> <p>(3) HKCT Ho Man Tin Campus – 14 Princess Margaret Road, Ho Man Tin, Kowloon 港專何文田校園－九龍何文田公主道 14 號</p>

Learning Programme Re-accreditation

Higher Diploma in Social Work

2.13 HKCAAVQ has determined that, subject to the compliance with all restriction set out in 2.17, the Higher Diploma in Social Work meets the stated objectives and QF standard at Level 4, and can be offered as an accredited programme with a validity period from 1 September 2021 to 31 August 2025.

2.14 **Validity Period**

2.14.1 The validity period will commence on the date specified below.

2.15 The determinations on the Learning Programme Re-accreditation are specified as follows:

Name of Operator(s)	Hong Kong College of Technology 香港專業進修學校
Name of Award Granting Body	Hong Kong College of Technology 香港專業進修學校
Title of Learning Programme	Higher Diploma in Social Work 社會工作高級文憑
Title of Qualification(s) (Exit Award(s))	Higher Diploma in Social Work 社會工作高級文憑
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social Services
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Industry	Not applicable
Branch	Not applicable
QF Level	Level 4
QF Credits	284
Mode(s) of Delivery and Programme Length	Full-time, 2 years and Part-time, 3 years

	2,835 notional learning hours (including 1,440 contact hours)
Intermediate Exit Award(s)	Not applicable
Validity Period	1 September 2021 to 31 August 2025
Number of Enrolment(s)	1 enrolment per year
Maximum Number of New Students	Full-time Maximum of 40 students per year Part-time Maximum of 80 students per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Vocational Qualifications Pathway Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Notes to be indicated on the QR	This programme includes Internship for 72 QF credits to be conducted in 720 hours. 此課程包括為期 720 小時的實習，佔 72 資歷學分。
Address of Teaching/ Training Venue(s)	(1) HKCT Jockey Club Undergraduate Campus – 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會本科校園－新界沙田馬鞍山鞍誠街 2 號 (2) HKCT Jockey Club Ma On Shan Campus – Yiu On Estate, 2 Hang Hong Street, Ma On Shan, Sha Tin, New Territories 港專賽馬會馬鞍山校園－新界沙田馬鞍山恆康街 2 號耀安邨

2.16 Restriction(s)

The Operator is expected to fulfill and comply with all restriction(s) during the validity period as stipulated in the accreditation report.

Restriction(s)
<p style="text-align: center;"><u>Higher Diploma in Professional Accounting</u></p> <p><u>Restriction 1</u></p> <p>The Operator is to ensure that the programme meets the industry standard and has approval from Hong Kong Institute of Certified Public Accountants (HKICPA) before commencement of the programme.</p> <p style="text-align: center;"><u>Higher Diploma in Social Work</u></p> <p><u>Restriction 2</u></p> <p>The Operator must ensure that the professional recognition of the programme by the Social Workers Registration Board (SWRB) can be continued before the commencement of 2024/25 cohort.</p>

- 2.17 **Recommendation(s)**
HKCAAVQ offers the following recommendation(s) for continuous improvement.

Recommendation(s)
<p style="text-align: center;"><u>Higher Diploma in Social Media and Creative Marketing</u></p> <p><u>Recommendation 1</u></p> <p>The Operator should review the programme objectives for appropriate and objective wording to avoid misunderstanding.</p> <p style="text-align: center;"><u>Higher Diploma in Creative Design and Media</u></p> <p><u>Recommendation 2</u></p> <p>The Operator should make a holistic plan to incorporate innovative concepts, process and technology in various modules for achieving programme objectives and PILOs.</p> <p style="text-align: center;"><u>Higher Diploma in Social Work</u></p> <p><u>Recommendation 3</u></p> <p>The Operator should include a statement in the programme objectives that graduates of the programme are eligible for registration as Social Workers with the Social Worker Registration Board (SWRB).</p>

Higher Diploma in Social Media and Creative Marketing

Recommendation 4

The Operator should review the programme structure to consolidate the contents of similar modules and to ensure accuracy of presentations on various documents. Module titles should accurately reflect the teaching content and align with the programme objectives.

Higher Diploma in Computer Studies (Mobile Applications and Game Development)

Recommendation 5

The Operator should cover more content about game development in appropriate modules, for example, graphic design and storyboarding, for students' comprehensive learning of game development.

Higher Diploma in Professional Accounting
Higher Diploma in Social Media and Creative Marketing

Recommendation 6

Programme Teams should review the list of electives to ensure that relevant and adequate elective modules are provided for students' selections, guidelines should be given to facilitate students prior to registration to electives.

Higher Diploma in Creative Design and Media

Recommendation 7

The Operator should explore the potential of cross-stream and cross-programme collaborations for students' projects for creating synergy of production and substantiation of students' learning experiences.

All programmes

Recommendation 8

The Operator should structure students' self-study hours of all English modules. Guidelines should be given to students and monitoring mechanism should be introduced.

Recommendation 9

The Operator should strengthen programme leadership by reviewing the appointment criteria of programme management staff, to ensure that they have

relevant expertise, solid industry experience and strong connection with the relevant industries. Such criteria should be explicated and clearly defined in appointment criteria in staffing policy for staff recruitment and deployment.

Higher Diploma in Social Work

Recommendation 10

The Operator should set up one interview room for real-time demonstration of interview and counselling skills.

All programmes

Recommendation 11

The Operator should rigorously review the implementation of its QA mechanism to ensure sufficient checking and control on programme development, especially on new programmes. The quality of documentation should be closely monitored at programme level and institutional level.

- 2.18 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 Hong Kong College of Technology (HKCT) is registered under Cap. 279 Education Ordinance. As a self-financed education institute, HKCT offers a variety of programmes from Certificate to Higher Diploma levels. HKCT Group Limited, a registered charitable organization established under the Companies Ordinance, is the sponsoring body of HKCT.

4. PROGRAMME DETAILS

The following is the programme information provided by the Operator.

4.1 Programme Objectives

Higher Diploma in Professional Accounting

The programme objectives are to:

- enable students to acquire relevant accounting and business knowledge and skills which would form a solid foundation for their future education and careers development;
- develop students' techniques in communication, analyzing and problem solving in dealing with practical accounting issues;
- inculcate students' awareness of information technology, professionalism and ethics as accounting profession.

Higher Diploma in Social Media and Creative Marketing

The programme objectives are to:

- develop students' knowledge and skills in social media and creative marketing with positive attitude towards social needs and responsibility;
- equip students with a solid foundation in digital marketing and awareness of emerging industry trends and the ability to learn and utilize it in a practical environment; and
- equip students with practical learning experience in the marketing industry.

Higher Diploma in Creative Design and Media

The programme objectives are to:

- build up transferable skills and social awareness for students to contribute and adapt to the ever-changing society;
- provide students with consolidated fundamental knowledge and skills in history, theory and practice of design and media;
- teach students ways of transforming ideas into creative design and media solutions by integrating theory, innovation, technology and imagination, and expand the body of knowledge to develop personal style in design and media;
- enable students to exhibit communication skills as junior practitioners in the profession and as life-long learners; and
- enable students to develop a major portfolio for seeking further study, and access into the industry employment.

Higher Diploma in Computer Studies (Mobile Applications and Game Development)

The programme objectives are to:

- equip students with the essential skills and specialized knowledge in software development to meet the market needs for the emerging mobile applications and games;
- prepare students with essential knowledge of mobile applications and game development to pursue further studies in related disciplines;
- foster communication skills of students to meet the needs of IT industry; and
- cultivate an awareness of professional ethics and conduct for students.

Higher Diploma in Social Work

The programme objectives are to:

- equip students with professional attitudes and values to exercise appropriate judgement and responsibilities in social work practices;
- furnish students with social work knowledge and skills for self-enhancement, career exploration, personal growth and lifelong development;
- nurture students' practice competence and creativity for applying professional social work knowledge in elementary and diverse social work settings; and
- develop students' competency, motivation and autonomy for further study and career pursuance in social work professional and academic contexts.

4.2 Programme Intended Learning Outcomes

Higher Diploma in Professional Accounting

Upon completion of the programme, learners should be able to:

- PILO-1. demonstrate a mastery of the knowledge and skills in accounting and business for further enhancement in study and career development;
- PILO-2. exercise appropriate judgement in planning, selecting or presenting accounting and business information in routine works to a para-professional level;
- PILO-3. communicate effectively with other stakeholders and undertake individual and group work in business context;
- PILO-4. synthesize knowledge and skills to solve accounting issues in a professional and ethical manner;
- PILO-5. use a wide range of techniques including information technology to produce charts, graphs, tables and summary to support and enhance routine accounting work in financial analysis and reporting.

Higher Diploma in Social Media and Creative Marketing

Upon completion of the programme, learners should be able to:

- PILO-1. demonstrate a mastery of the fundamental knowledge and skills in social media marketing, interpersonal influence and using information communication technology;

- PILO–2. apply the knowledge, skills, and creativity of social media and digital marketing as an online influencer and/or an employee;
- PILO–3. synthesize the knowledge and skills of digital marketing to solve issues in the area of social media and creative marketing;
- PILO–4. examine trending topics in digital marketing and have awareness of the impact content has on the social media industry and society;
- PILO–5. integrate the tools of multi-channel marketing communications to promote products and services to the target market.

Higher Diploma in Creative Design and Media

Upon completion of the programme, learners should be able to:

- PILO–1. apply transferable skills and creative thinking in design projects and community services;
- PILO–2. appraise and evaluate the classic and contemporary issues of design practice and innovative media technology;
- PILO–3. synthesise expressive and community art, and implement design project with appropriate technical skills, creativity and conceptual thinking;
- PILO–4. communicate effectively in verbal and written English presentation and apply multiple perspective in presenting ideas and design; and
- PILO–5. apply effectively imaging software and production skills to produce a para-professional portfolio highlighting innovation and creation

Intended Learning Outcomes of Specific Streams (SILOs) leading to Intermediate Exit Awards

i. Moving Image Stream

Upon completion of the Programme, learners should be able to:

- develop and present video production with organized plan and management;
- provide practical audio and visual solutions with design principles and technical knowhow in studio and outdoor broadcasting;
- effectively complete moving image project with post-production skills and perspective of innovative technology;
- generate video with style in editing and sound mixing for targeted market; and
- create para-professional digital media portfolio to meet the market demands.

ii. Visual Communication Stream

Upon completion of the Programme, learners should be able to:

- present design project with organized research, development and visual execution;
- integrate creative thinking, design principles and software for effective concept visualization;

- enhance visual communication project with interactive media, 3D imaging and perspective of innovative technology;
- create branding and promotion design for targeted market; and
- produce para-professional portfolio with integrated media technology and production skills.

Higher Diploma in Computer Studies (Mobile Applications and Game Development)

Upon completion of the programme, learners should be able to:

- PILO–1. apply knowledge in computing, specialized technologies and software development to design and develop mobile applications and small scale mobile games;
- PILO–2. identify and apply the best practices of mobile applications and game development;
- PILO–3. analyze and solve project problems using appropriate technologies and development approaches;
- PILO–4. effectively communicate and work as a team player in a professional manner; and
- PILO–5. build up a solid foundation of skills and knowledge required for a para-professional in mobile applications and game development industry for further advancement in study and career development.

Higher Diploma in Social Work

Upon completion of the programme, learners should be able to:

- PILO–1. articulate theories, concepts and skills applied in generic social work practices;
- PILO–2. undertake different roles, responsibilities and intervention practices of social worker in social work settings at the entry professional level;
- PILO–3. work with service users and other stakeholders independently and in teamwork in diverse social work settings with effective communication skills and appropriate attitudes;
- PILO–4. evaluate the provision of social work services and contribute creative ideas to frontline social work practices;
- PILO–5. develop self-awareness of one's own capacity and value systems, and identify with social work values and ethics for the enhancement of self-efficacy and professional self;
- PILO–6. synthesize essential knowledge, values, skills, and attitudes as a lifelong learner in future career and study paths; and
- PILO–7. demonstrate Chinese and English literacy skills at the entry professional level.

4.3 Programme Structure

Higher Diploma in Professional Accounting

88% of the programme consists of specialised contents related to the Accounting discipline. This percentage meets the requirement of a minimum of 60% in specialised contents for higher diploma programmes stipulated in the “*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure*” promulgated by the Education Bureau of the HKSAR Government.

The majority of learning contents (in terms QF credits) in the programme are pitched at QF Level 4. The programme structure is as follows:

Module Title	QF Credit
Year 1	304
Effective Communication in English	
Business Law	
Business Finance	
Business Statistics	
Organization and Management	
Principles of Economics	
Principles of Accounting	
Financial Accounting	
Computerized Accounting and Application	
Cost and Management Accounting	
Principles of Marketing	
Accounting, Auditing and Assurance in Practice	
Professionalism and Ethics	
Year 2	
Professional English Communication	
Internship for Accounting and Business	
Financial Reporting	
Management Information Systems	
Hong Kong Taxation	
Performance Management	
Elective#	
Total	304

#Elective Modules:

- Academic English Skills
- Advanced Financial Accounting
- Banking Operations
- Guided Project
- Practices in Company Secretary and Law
- Principles and Practices of Mediation
- Professional Putonghua Communication
- Spreadsheet and Data Analytics for Accounting

Higher Diploma in Social Media and Creative Marketing

90% of the programme consists of specialised contents related to the Marketing discipline. This percentage meets the requirement of a minimum of 60% in specialised contents for higher diploma programmes stipulated in the “*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure*” promulgated by the Education Bureau of the HKSAR Government.

The majority of learning contents (in terms QF credits) in the programme are pitched at QF Level 4. The programme structure is as follows:

Module Title	QF Credit
Year 1	
Effective Communication in English	
Innovation and Information Technology in Society	
Organization and Management in Digital Era	
Event Management and Public Relations	
Digital Storytelling	
Social Media Image and Video Production	
Digital Marketing	
Accounting and Finance for Business	
Law, Ethics and Compliance	
VR, AR and MR for Digital Marketing	
Mobile and Social Media Marketing	
Digital Commerce and Retail Merchandising	304
Design Thinking for Business	
Elective#	
Year 2	
Professional English Communication	
Advanced Social Media Marketing	
Social Media Metric and Evaluation	
Followers and Consumer Psychology	
Performance Art for Online Presence	
Elective	
Entrepreneurship and Innovation in Digital Age	
Personal Image & Etiquette for Online Persona	
Internship for Marketing and Business	
Total	304

#Elective Modules:

- Introduction to Big Data
- Banking Operations
- Intercultural Communication
- Guided Project
- Professional Putonghua Communication
- Professional Chinese Communication
- Academic English Skills

Higher Diploma in Creative Design and Media

The Higher Diploma in Creative Design and Media has two streams leading to two distinctive exit awards, namely Higher Diploma in Creative Design and Media (Moving Image) and Higher Diploma in Creative Design and Media (Visual Communication). 91.7% of the programme consists of specialised contents related to the Design and Media discipline. This percentage meets the requirement of a minimum of 60% in specialised contents for higher diploma programmes stipulated in the “*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure*” promulgated by the Education Bureau of the HKSAR Government.

The majority of learning contents (in terms QF credits) in the programme are pitched at QF Level 4. The programme structure is as follows:

Module Title	QF Credit
Year 1	270
<i>Moving Image Stream & Visual Communication Stream</i>	
Innovation and Information Technology in Society	
Introduction to Audio Visual Imaging	
Digital Media & Design Appreciation	
Storyboarding	
Typography Application	
Professional English Communication	
Creative Thinking	
Visual Studies	
Project Development & Presentation	
Studio Practice I	
Professional Practice	
<i>Moving Image Stream</i>	
Introduction to Post-Production	
<i>Visual Communication Stream</i>	
Brand Identity Design	
Year 2	
<i>Moving Image Stream & Visual Communication Stream</i>	
Studio Practice II	
<i>Moving Image Stream</i>	
Animation	
Post-Production	
Sound Editing & Mixing	
Studio & Outside Broadcasting	
Final Project (Moving Image)	
<i>Visual Communication Stream</i>	
3D Imaging	
Photography & Art Direction	
Interactive Media Practice	
Advertising & Promotion Design	
Final Project (Visual Communication)	

Total	270
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Higher Diploma in Computer Studies (Mobile Applications and Game Development)

80% of the programme consists of specialised contents related to the Computer Studies discipline. This percentage meets the requirement of a minimum of 60% in specialised contents for higher diploma programmes stipulated in the “*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure*” promulgated by the Education Bureau of the HKSAR Government.

The majority of learning contents (in terms QF credits) in the programme are pitched at QF Level 4. The programme structure is as follows:

Module Title	QF Credit	
Year 1	270	
Academic English Skills		
Discrete Mathematics and Statistics		
Technology for Web Development		
Java Programming		
Data Communication and Networking		
PHP Application Development		
Open System Administration		
Introduction to Database Systems		
Object-Oriented Analysis and Design		
3D Mobile Game Development		
Year 2		
Computer Ethics		
Software Engineering and Professional Practice		
Open Mobile Software Design		
2D Mobile Game Development		
Professional English Communication		
Game Asset Development		
Proprietary Mobile Software Design		
Cross Platform Mobile Application Development		
Final Year Project		
Total		270

Higher Diploma in Social Work

85.7% of the programme consists of specialised contents related to the Social Work discipline. This percentage meets the requirement of a minimum of 60% in specialised contents for higher diploma programmes stipulated in the “*Updated Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure*” promulgated by the Education Bureau of the HKSAR Government.

All learning contents (in terms QF credits) in the programme are pitched at QF Level 4. The programme structure is as follows:

i. Full-time

Module Title	QF Credit
Year 1	284
Personal Growth and Self Management 個人成長與管理	
Introduction to Social Work 社會工作導論	
Psychology and Human Development 心理學與人類發展	
Sociology and Society 社會學與社會	
Practice with Individuals and Families in Social Work 社會工作實務：個人與家庭工作	
Skills Laboratory: Practice with Individuals and Families in Social Work 社會工作實務：個人與家庭工作技巧工作坊	
Introduction to Social Policy 社會政策導論	
Social Welfare in Hong Kong 香港社會福利	
Practice with Communities in Social Work 社會工作實務：社區工作	
Practice with Groups in Social Work 社會工作實務：小組工作	
Skills Laboratory: Practice with Communities in Social Work 社會工作實務：社區工作技巧工作坊	
Skills Laboratory: Practice with Groups in Social Work 社會工作實務：小組工作技巧工作坊	
Programme Planning and Administration for Social Work 活動計劃及社會工作行政	
Year 2	
Professional Chinese Communication for Social Sciences 社會科學專業中文傳意	
Basic Legal Knowledge for Social Workers 社會工作基本法律入門	
Fieldwork Placement I (Concurrent Placement) 專業實習 I	
Professional English Communication for Social Sciences 社會科學專業英文傳意	
Ethics and Professional Development 倫理與專業發展	
Elective 1#	
Elective 2#	

Integrated Social Work Practice 綜合社會工作實務	
Fieldwork Placement II (Block Placement) 專業實習 II	
Total	284

ii. **Part-time**

Module Title	QF Credit
Year 1	284
Personal Growth and Self Management 個人成長與管理	
Introduction to Social Work 社會工作導論	
Psychology and Human Development 心理學與人類發展	
Sociology and Society 社會學與社會	
Social Welfare in Hong Kong 香港社會福利	
Introduction to Social Policy 社會政策導論	
Practice with Individuals and Families in Social Work 社會工作實務：個人與家庭工作	
Skills Laboratory: Practice with Individuals and Families in Social Work 社會工作實務：個人與家庭工作技巧工作坊	
Year 2	
Professional English Communication for Social Sciences 社會科學專業英文傳意	
Practice with Communities in Social Work 社會工作實務：社區工作	
Practice with Groups in Social Work 社會工作實務：小組工作	
Skills Laboratory: Practice with Communities in Social Work 社會工作實務：社區工作技巧工作坊	
Skills Laboratory: Practice with Groups in Social Work 社會工作實務：小組工作技巧工作坊	
Basic Legal Knowledge for Social Workers 社會工作基本法律入門	
Elective 1#	
Elective 2#	
Programme Planning and Administration for Social Work 活動計劃及社會工作行政	

Year 3	
Fieldwork Placement I (Concurrent Placement) 專業實習 I	
Professional Chinese Communication for Social Sciences 社會科學專業中文傳意	
Integrated Social Work Practice 綜合社會工作實務	
Ethics and Professional Development 倫理與專業發展	
Fieldwork Placement II (Block Placement) 專業實習 II	
Total	284

#Elective Modules:

- Gender and Social Work 性別與社會工作
- Social Work and Social Entrepreneurship 社會工作與社會創業
- Working with Children and Families 兒童與家庭工作
- Working with Deprived Groups 弱勢社群工作
- Working with Elderly 長者工作
- Working with Labour 勞工工作
- Working with Persons with Disabilities 殘疾人士社會工作
- Working with Young Persons 青年工作

4.4 Graduation Requirements

Higher Diploma in Professional Accounting

Higher Diploma in Social Media and Creative Marketing

Higher Diploma in Computer Science (Mobile Applications and Game Development)

Students are eligible for graduation if they have attained passes in all modules as required by the programme unless otherwise exempted and have achieved an overall GPA of 1.7 or above with the attendance rate of 80% or above in each module.

Higher Diploma in Creative Design and Media

Students are eligible for graduation if they have attained passes in all modules as required by the programme unless otherwise exempted and have achieved an overall GPA of 1.7 or above with the attendance rate of 80% or above in each module and the completion of Graduation Show.

Higher Diploma in Social Work

Students are eligible for graduation if they have passed all the modules or earned the credits as required by the programme unless otherwise exempted and have achieved an overall GPA of 1.7 or above with the attendance rate of 80% or above in each module. Students must also complete the 100-Hour Placement Preparation or Related Activities as stipulated by the Social Work Registration Board (SWRB) as a criterion of graduation.

4.5 Admission Requirements

Higher Diploma in Professional Accounting

Higher Diploma in Social Media and Creative Marketing

Higher Diploma in Creative Design and Media

Higher Diploma in Computer Studies (Mobile Applications and Game Development)

- a. Attained Level 2 in 5 HKDSE subjects, including Chinese and English [each applicant is allowed to use not more than two Applied Learning subjects at “Attained” level as equivalent to Level 2 in the application]; or
- b. Pass in 1 A-Level or 2 AS-Level subjects (with 5 passes in HKCEE subjects, including Chinese Language and English Language); or
- c. Holder of Diploma Yi Jin; or
- d. Holder of Diploma for Tertiary Studies; or
- e. Holder of Pre-Associate Degree; or
- f. Holder of Diploma and
 - i. the qualification should be awarded by one of the local or overseas recognised tertiary institutions / post-secondary colleges, and
 - ii. the length of study is at least 450 teaching hours; or
- g. Aged 21 or above with 1 year working experience; or
- h. Equivalent qualifications; and
- i. Pass in admission interview.

Higher Diploma in Social Work

- a. Attained Level 2 in 5 HKDSE subjects, including English and Chinese [each applicant is allowed to use not more than two Applied Learning subjects at “Attained” level as equivalent to Level 2 in the application]; or
- b. Pass in 1 HKAL subject, or pass 2 HKASL subjects; and 5 passes in HKCEE including Chinese Language and English Language; or
- c. Holder of Yi Jin Diploma / Diploma Yi Jin; or
- d. Holder of Diploma for Tertiary Studies; with passes in Chinese and English languages in either HKCEE or HKDSE (Level 2) or equivalent public examination; or
- e. Holder of Pre-Associate Degree / Diploma; with passes in Chinese and English languages in either HKCEE or HKDSE (Level 2) or equivalent public examination; or
- f. Mature applicants of age 21 or above with 5 years’ working experience in human services; or
- g. Equivalent qualifications; and
- h. Pass the admission interview.

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 the 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 Variation or 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 (www.elegislation.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: www.hkqf.gov.hk.

5.3 **Qualifications Register**

- 5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the QR at 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.

Ref: VA87/02/46-48, VA87/02/05c, 34a

