



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

LEARNING PROGRAMME ACCREDITATION

**BACHELOR OF BANKING AND FINANCIAL
TECHNOLOGY (HONOURS)**

**BACHELOR OF MARKETING AND SUPPLY CHAIN
MANAGEMENT (HONOURS)**

**BACHELOR OF SCIENCE (HONS) IN ARTIFICIAL
INTELLIGENCE**

JUNE 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA625), 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) (the Operator) to conduct Learning Programme Accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Banking and Financial Technology (Honours); Bachelor of Marketing and Supply Chain Management (Honours); and Bachelor of Science (Hons) in Artificial Intelligence programmes of the Operator meet the stated objectives and the Hong Kong Qualifications Framework (QF) standards and can be offered as accredited programmes; and
- (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 the Bachelor of Banking and Financial Technology (Honours) (BBFT); Bachelor of Marketing and Supply Chain Management (Honours) (BMSCM); and Bachelor of Science (Hons) in Artificial Intelligence (BScAI) programmes meet the stated objectives and QF standard at Level 5. Subject to the approval by the Chief Executive in Council, the Programmes can be offered as accredited programmes with a validity period of five years from 1 September 2011 to 31 August 2026.

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 Operator	UOW College Hong Kong 香港伍倫貢學院		
Name of Award Granting Body	UOW College Hong Kong 香港伍倫貢學院		
Title of Learning Programme	Bachelor of Banking and Financial Technology (Honours) 銀行及金融科技學士(榮譽)	Bachelor of Marketing and Supply Chain Management (Honours) 市場及供應鏈管理學士(榮譽)	Bachelor of Science (Honours) in Artificial Intelligence ¹ 人工智能（榮譽）理學士
Title of Qualification (Exit Award)	Bachelor of Banking and Financial Technology (Honours) 銀行及金融科技學士(榮譽)	Bachelor of Marketing and Supply Chain Management (Honours) 市場及供應鏈管理學士(榮譽)	Bachelor of Science (Hons) in Artificial Intelligence 人工智能（榮譽）理學士
Primary Area of Study and Training	A03 Business and Management	A03 Business and Management	A04 Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	Accounting, Finance and Investment	Transports and Logistics	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
QF Level	5		
QF Credits	544		

¹ Bachelor of Science (Hons) in Artificial Intelligence was used throughout the accreditation exercise and all related accreditation documents. This change is made under special consideration at the request from Operator.

Mode(s) of Delivery and Programme Length	Full-time, 4 years
Intermediate Exit Award(s)	Not applicable
Start Date of Validity Period	01 September 2021
End Date of Validity Period	31 August 2026
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Year-1 entry: 50 Year-3 entry: 50
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	Telford Annex, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon (Telford Campus)

2.4 Recommendations

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

For BBFT, BMSCM and BScAI programmes

- 2.4.1 The Operator should collect views and/or inputs from learners in order to achieve the emphasis on the digital learning environment in the overall design of the new campus.

For BBFT and BMSCM programmes

- 2.4.2 The Operator should enhance the inter-connectedness of banking and financial technology for BBFT, and marketing and supply chain management for BMSCM.

- 2.4.3 The Operator should, whenever possible, incorporate content on insurance technology including but not limited to new course(s), guest talk(s) and/or seminar(s).
- 2.4.4 The Operator should consider all law related courses to have inputs from personnel with legal background in view of the fast change regulatory requirements, introduction of new legislations and new court cases, etc., for development, endorsement and review of those courses.
- 2.4.5 The Operator should have a clearly written and transparent mechanism or criteria for selection of learners to one of the three courses: *Internship, Capstone Project and Business Field Trip*.
- 2.4.6 The Operator should consider whether, the Capstone Project:
- (a) 3 to 5 learners per group is preferred to 2 to 4 learners per group as proposed;
 - (b) topics should demonstrate the inter-connectedness of the two disciplines for each of the Programme;
 - (c) topics should prefer to identify real life cases from organisations with well-written guidelines to sponsored organisations; and
 - (d) provide elective course on research methodology or sufficient training on research methodology as part of the course should be arranged.
- 2.4.7 The Operator should have a transitional plan for teaching staff at the rank of Assistant Professor or above to meet the mandatory requirement of a doctoral degree.
- 2.4.8 The Operator should provide courses for comment(s) and/or advice(s) to external stakeholders without limitation and those courses should be selected by external stakeholders at their discretions.

For BScAI programme

- 2.4.9 The Operator should consider introducing internship as a compulsory course, i.e. *Capstone Project vs. Internship*, for the Programme.
- 2.4.10 The Operator should consider grouping learners in group of 2 or above instead of 1 for *Capstone Project with Artificial Intelligence* to foster interaction and collaboration among group members and to reduce staff cost.

- 2.4.11 The Operator should revisit the course *Computer Organization* such that fundamental concepts and knowledge of low-level programming languages are used to strengthen the association/application on various aspects of artificial intelligence, and high-level languages are introduced for learners to understand the use of AI by industry.
 - 2.4.12 The Operator should have clearly written and transparent policy, which is well communicated to stake-holders, on the incentive scheme or reward system to recognise research performance.
 - 2.4.13 The Operator should recruit or designate a full-time staff member with AI qualification and/or expertise to manage the Programme.
 - 2.4.14 The Operator should strengthen the input from AI industry to address the emphasis on the application-orientated approach in the design of the Programme.
 - 2.4.15 The Operator should invite external stakeholders to review full details of the Programme in ensuring industry information and knowledge in AI are integrated.
- 2.5 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programmes continue to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. Introduction

- 3.1 The Operator 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 the Operator will become wholly-owned by UOW.

- 3.2 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 science
- 3.3 The Operator was registered as an approved post-secondary college with degree-granting status under the Post Secondary Colleges Ordinance (Cap 320). The Operator is offering 6 Bachelor degree programmes, 33 Associate Degree (AD) programmes and a Diploma in General Studies. In addition, the Operator and UOW are jointly operating 4 non-local, top-up Bachelor degree programmes that lead to UOW awards.
- 3.4 The Operator commissioned HKCAAVQ to conduct a LPA exercise for the BBFT, BMSCM and BScAI programmes. HKCAAVQ formed an expert Panel (Panel Membership at Appendix 1) for this LPA exercise. In view of the outbreak of the Coronavirus Disease 2019 (COVID-19), the site visit was conducted via video conference from 15 to 17 April 2020 to reduce social contact. The *Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework (Version 1.1, April 2019)* 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 Objectives (POs)

4.1.1 The POs of BBFT are as follows:

PO1 Enable students to acquire multi-faceted business knowledge and its applications to solve business

problems in a wide range of contexts;

- PO2 Develop students' analytical and critical thinking skills in making managerial decisions for banking and financial institutions;
- PO3 Provide students with theoretical and specialised knowledge and skills supporting the applications of financial technology and innovation in a changing business environment, especially in the banking industry;
- PO4 Nurture students' potential and train them to be competent, broad-based, all-rounded and socially responsible professionals; and
- PO5 Prepare students for meeting future challenges in a broad range of personal and professional contexts by equipping them with intellectual and practical skills, an understanding of diverse cultures, and knowledge of arts and humanities, science and technology, and social sciences.

4.1.2 The POs of BMSCM are as follows:

- PO1 Enable students to acquire multi-faceted business knowledge and its applications to solve business problems in a wide range of contexts;
- PO2 Develop students' analytical and critical thinking skills in making managerial decisions in marketing and supply chain management;
- PO3 Provide students with theoretical and practical knowledge and skills to apply technologies and innovation in a changing business environment, especially in marketing and supply chain management;
- PO4 Nurture students' potential and train them to be competent, broad-based, all-rounded and socially responsible professionals; and
- PO5 Prepare students for meeting future challenges in a broad range of personal and professional contexts by equipping them with intellectual and practical skills, and

understanding of diverse cultures, and knowledge of arts and humanities, science and technology, and social sciences.

4.1.3 The POs of BScAI are as follows:

- PO1 Develop in students a thorough understanding of the theoretical and practical aspects of artificial intelligence;
- PO2 Equip students with the ability to construct computational systems which can transform large volume of data into actionable decisions with intelligence; and interpret sensory inputs from humans to formulate innovative solutions using artificial intelligence to meet daily life challenges and business needs;
- PO3 Nurture students to become prudent and versatile global citizens who appreciate and respect cultural diversity; and
- PO4 Cultivate students' personal integrity, ethical standards, individual values and attitudes, social responsibility, and critical and creative thinking skills to meet the challenges of the future.

4.2 Programme Intended Learning Outcomes (PILOs)

4.2.1 Upon completion of the BBFT programme, learners should be able to achieve the following Major Intended Learning Outcomes (MILOs):

- MILO1 Apply generic business knowledge and skills in making decisions and formulating evidence-based responses to achieve the goals of local and global business;
- MILO2 Design and implement integrated solutions for management problems in banking and related financial technology;
- MILO3 Analyse and evaluate the major political, socio-cultural, economic, technological and ethical issues affecting the banking and related financial technology industries in local, national, regional and international contexts;

MILO4 Apply information technology and quantitative, problem-solving, creative and critical thinking skills to analysing and addressing banking and financial institutions' issues, in particular, those related to commercial banking and lending; and

MILO5 Use effective communication and interpersonal skills to work as a team member and a responsible professional.

4.2.2 Upon completion of the BMSCM programme, learners should be able to achieve the following Major Intended Learning Outcomes (MILOs):

MILO1 Apply generic business knowledge and skills in making decisions and formulating evidence-based responses to achieve the goals of local and global business;

MILO2 Originate and implement integrated solutions for business problems in satisfying consumers through marketing and supply chain management;

MILO3 Analyse and evaluate the major political, socio-cultural, economic, technological and ethical issues affecting business environment and decisions related to marketing and supply chain management in local, national, regional and international contexts;

MILO4 Apply information technology and quantitative, problem-solving, creative and critical thinking skills to analysing and addressing marketing and supply chain management issues; and

MILO5 Use effective communication and interpersonal skills to work as a team member and a responsible professional.

4.2.3 Upon completion of the BScAI programme, learners should be able to achieve the following Major Intended Learning Outcomes (MILOs):

MILO1 Apply essential concepts, principles and practices of artificial intelligence to make decisions in solving problems in a variety of career settings;

MILO2 Design and implement artificial intelligence solutions to enhance productivity in selected industries;

- MILO3 Understand the impact of artificial intelligence in socio-political, economic and ethical context;
- MILO4 Act professionally with a sense of integrity, accountability and responsibility; and
- MILO5 Use effective communication and interpersonal skills in business and technical communities.

4.2.4 Apart from the MILOs, the Intended Learning Outcomes for the General Education component (GE ILOs), which are common across all bachelor degree programmes of UOWCHK are as follows:

- GE ILO1 Apply intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills in a broad range of personal and professional contexts;
- GE ILO2 Achieve global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings;
- GE ILO3 Explain the dynamics of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China; and
- GE ILO4 Demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfil the needs of personal and professional lives.

4.3 Programme Structure

The following table summarises the structure of the programmes:

	BBFT and BMSCM	BScAI
<u>Major</u>	<u>63</u> credit units	<u>57</u> credit units
<u>General Education:</u>	<u>36</u> credit units	<u>36</u> credit units
English	12 credit units	12 credit units
Chinese	3 credit units	3 credit units

Contemporary China	3 credit units	3 credit units
Other GE Domains:	18 credit units	18 credit units
<u>Free Electives/Minor</u>	<u>21</u> credit units	<u>27</u> credit units
Total:	<u>120</u> credit units	<u>120</u> credit units

4.4 Admission Requirements

Please refer to Appendix 1 for BBFT; Appendix 2 for BMSCM; and Appendix 3 for BScAI.

4.5 Teaching and Learning Activities

The Panel noted all programmes offered by the Operator adopt the Outcome-Based Teaching and Learning (OBTL) approach and employed a range of teaching and learning activities, such as lectures, tutorials, projects, laboratory exercises and reflective reports to develop learners' knowledge and skills.

4.6 Learner Support Services

The Operator is currently operating in two campuses, namely CityU Kowloon Tong Main Campus and the Telford Annex in Kowloon Bay. The Panel was informed during the tour of facilities through videoconference that the teaching venue of the BBFT, BMSCM and BScAI programmes is on Telford Annex campus as an interim measure and, in the long run, on Tai Wai Campus eventually.

4.7 Graduate Profile

Please refer to Appendix 1 for BBFT; Appendix 2 for BMSCM; and Appendix 3 for BScAI.

5. Important Information Regarding this Accreditation Report

5.1 Variation and withdrawal of this Accreditation Report

- 5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

- 5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.
- 5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.
- 5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

- 5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.
- 5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.
- 5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.
- 5.2.4 Please refer to Cap. 592A (<http://www.legislation.gov.hk>) for the appeal rules. Details of the appeal procedure are contained in section 13 of the

AAVQO and can be accessed from the QF website at <http://www.hkqf.gov.hk>.

5.3 **Qualifications Register**

5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register ("QR") at <http://www.hkqr.gov.hk> for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 20/69

File Reference: 107/31/01

**Graduate Profile of Bachelor of Banking and Financial Technology
(Honours)**

Qualification Title	Bachelor of Banking and Financial Technology (Honours) 銀行及金融科技學士(榮譽)
Qualification Type	Bachelor (Honours) degree in business
QF Level	5
Primary Area of Study / Training	A03 Business and Management
Sub-area (Primary Area of Study and Training)	Accounting, Finance and Investment
Programme Objectives	<ol style="list-style-type: none"> 1. Enable students to acquire multi-faceted business knowledge and its applications to solve business problems in a wide range of contexts; 2. Develop students' analytical and critical thinking skills in making managerial decisions for banking and financial institutions; 3. Provide students with theoretical and specialised knowledge and skills supporting the applications of financial technology and innovation in a changing business environment, especially in the banking industry; 4. Nurture students' potential and train them to be competent, broad-based, all-rounded and socially responsible professionals; and 5. Prepare students for meeting future challenges in a broad range of personal and professional contexts by equipping them with intellectual and practical skills, an understanding of diverse cultures, and knowledge of arts and humanities, science and technology, and social sciences.
Programme Intended learning outcomes	<p>Upon completion of the Major, students should be able to:</p> <ol style="list-style-type: none"> I. Apply generic business knowledge and skills in making decisions and formulating evidence-based responses to achieve the goals of local and global business; II. Design and implement integrated solutions for management problems in banking and related financial technology; III. Analyse and evaluate the major political, socio-cultural, economic, technological and ethical issues affecting the banking and related financial technology industries in

	<p>local, national, regional and international contexts;</p> <p>IV. Apply information technology and quantitative, problem-solving, creative and critical thinking skills to analysing and addressing banking and financial institutions' issues, in particular, those related to commercial banking and lending; and</p> <p>V. Use effective communication and interpersonal skills to work as a team member and a responsible professional.</p> <p>Upon completion of the General Education component, students should be able to:</p> <p>I. Apply intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills in a broad range of personal and professional contexts.</p> <p>II. Achieve global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings.</p> <p>III. Explain the dynamics of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China.</p> <p>IV. Demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfill the needs of personal and professional lives.</p>										
<p>Education Pathways</p>	<p>Graduates are expected to be eligible to enroll in most of the full-time or part-time finance, business management and financial technology-related taught master's degree programmes offered in the city and overseas. Below are some examples of relevant local taught master's degree programmes offered by UGC-funded universities that graduates of the proposed programme would be eligible to apply.</p> <table border="1" data-bbox="539 1597 1410 2002"> <thead> <tr> <th data-bbox="539 1597 983 1644">University</th> <th data-bbox="983 1597 1410 1644">Programme</th> </tr> </thead> <tbody> <tr> <td data-bbox="539 1644 983 1713">The University of Hong Kong</td> <td data-bbox="983 1644 1410 1713">Master of Finance</td> </tr> <tr> <td data-bbox="539 1713 983 1798">The Chinese University of Hong Kong</td> <td data-bbox="983 1713 1410 1798">MSc in Finance</td> </tr> <tr> <td data-bbox="539 1798 983 1921">City University of Hong Kong</td> <td data-bbox="983 1798 1410 1921">MSc in Finance MSc in Financial Engineering</td> </tr> <tr> <td data-bbox="539 1921 983 2002">Hong Kong Baptist University</td> <td data-bbox="983 1921 1410 2002">MSc in Applied Accounting & Finance</td> </tr> </tbody> </table>	University	Programme	The University of Hong Kong	Master of Finance	The Chinese University of Hong Kong	MSc in Finance	City University of Hong Kong	MSc in Finance MSc in Financial Engineering	Hong Kong Baptist University	MSc in Applied Accounting & Finance
University	Programme										
The University of Hong Kong	Master of Finance										
The Chinese University of Hong Kong	MSc in Finance										
City University of Hong Kong	MSc in Finance MSc in Financial Engineering										
Hong Kong Baptist University	MSc in Applied Accounting & Finance										

	Lingnan University	MSc in Finance
	The Hong Kong University of Science & Technology	MSc in Financial Analysis MSc in Financial Technology
	The Hong Kong Polytechnic University	MSc in Business Management
Employment Pathways	<p>Graduates of the programme should be able to seek employment in the following positions:</p> <ul style="list-style-type: none"> • Mortgage Specialist • Insurance and Investment Specialist • Credit / Risk Analyst • Portfolio Management Officer • Settlement and Compliance Officer • Business Development Officer (Portfolio Management) • Customer Service Executive (Banking) • Forex Market Analyst • Customer Service Representative (Digital) • Customer Service Officer (Trade Operation) • Banking Back Office Support Officer • Management Associate (Finance and Investment) • Customer Service Specialist (Credit Approval) • Customer Service Officer (Premium Banking) 	
Minimum Admission Requirements	<p><u>Year-1 Entry</u> Applicants are required to:</p> <p>(i) obtain Level 3 in both Chinese Language and English Language and Level 2 in Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 (“3322+2”) in HKDSE; OR</p> <p>(ii) pass AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</p> <p>(iii) obtain equivalent qualifications.</p> <p><u>Year-3 Entry</u> Holders of an Associate Degree or a Higher Diploma in a relevant discipline awarded by a recognised tertiary institution with a cumulative GPA of 2.0 or above or equivalent.</p>	

Graduate Profile of Bachelor of Marketing and Supply Chain Management (Honours)

Qualification Title	Bachelor of Marketing and Supply Chain Management (Honours) 市場及供應鏈管理學士(榮譽)
Qualification Type	Bachelor (Honours) degree in business
QF Level	5
Primary Area of Study / Training	A03 Business and Management
Sub-area (Primary Area of Study and Training)	Transports and Logistics
Programme Objectives	<ol style="list-style-type: none"> 1. Enable students to acquire multi-faceted business knowledge and its applications to solve business problems in a wide range of contexts; 2. Develop students' analytical and critical thinking skills in making managerial decisions in marketing and supply chain management; 3. Provide students with theoretical and practical knowledge and skills to apply technologies and innovation in a changing business environment, especially in marketing and supply chain management; 4. Nurture students' potential and train them to be competent, broad-based, all-rounded and socially responsible professionals; and 5. Prepare students for meeting future challenges in a broad range of personal and professional contexts by equipping them with intellectual and practical skills, and understanding of diverse cultures, and knowledge of arts and humanities, science and technology, and social sciences.
Programme Intended learning outcomes	<p>Upon completion of the Major, students should be able to:</p> <ol style="list-style-type: none"> I. Apply generic business knowledge and skills in making decisions and formulating evidence-based responses to achieve the goals of local and global business; II. Originate and implement integrated solutions for business problems in satisfying consumers through marketing and supply chain management; III. Analyse and evaluate the major political, socio-cultural, economic, technological and ethical issues affecting business environment and decisions related to marketing

	<p>and supply chain management in local, national, regional and international contexts;</p> <p>IV. Apply information technology and quantitative, problem-solving, creative and critical thinking skills to analysing and addressing marketing and supply chain management issues; and</p> <p>V. Use effective communication and interpersonal skills to work as a team member and a responsible professional.</p> <p>Upon completion of the General Education component, students should be able to:</p> <p>I. Apply intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills in a broad range of personal and professional contexts.</p> <p>II. Achieve global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings;</p> <p>III. Explain the dynamics of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China; and</p> <p>IV. Demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfill the needs of personal and professional lives.</p>						
<p>Education Pathways</p>	<p>Graduates are expected to be eligible to enroll in most of the full-time or part-time taught master's degree programmes in business management, international marketing, operation management, and logistics and supply chain management. Below are some examples of relevant local taught master's degree programmes offered by UGC-funded universities that graduates of this proposed programme would be eligible to apply.</p> <table border="1" data-bbox="534 1635 1380 2004"> <thead> <tr> <th data-bbox="534 1635 989 1680">University</th> <th data-bbox="989 1635 1380 1680">Programme</th> </tr> </thead> <tbody> <tr> <td data-bbox="534 1680 989 1848">The University of Hong Kong</td> <td data-bbox="989 1680 1380 1848">Master of Business Administration Master of Science in Marketing</td> </tr> <tr> <td data-bbox="534 1848 989 2004">The Chinese University of Hong Kong</td> <td data-bbox="989 1848 1380 2004">MSc in Marketing MSc in Management Master of Business Administration</td> </tr> </tbody> </table>	University	Programme	The University of Hong Kong	Master of Business Administration Master of Science in Marketing	The Chinese University of Hong Kong	MSc in Marketing MSc in Management Master of Business Administration
University	Programme						
The University of Hong Kong	Master of Business Administration Master of Science in Marketing						
The Chinese University of Hong Kong	MSc in Marketing MSc in Management Master of Business Administration						

	City University of Hong Kong	Master of Business Administration Master of Science in Operations and Supply Chain Management Master of Arts in Global Business Management Master of Science in Operation Management Master of Science in Engineering Management
	Hong Kong Baptist University	Master of Science in Global Marketing Management Master of Science in Entrepreneurship and Global Marketing MSc in Business Management
	Lingnan University	Master of Science in eBusiness and Supply Chain Management Master of Science in Marketing and International Business
	The Hong Kong University of Science & Technology	Master of Business Administration Master of Science in Engineering Enterprise Management
	The Hong Kong Polytechnic University	Master of Science in International Shipping and Transport Logistics Master of Science in Marketing Management Master of Science in Supply Chain and Logistics Management
Employment Pathways	Graduates of the programme should be able to seek employment in the following positions: <ul style="list-style-type: none"> • Supply Chain Officer/Manager • Supply Chain Planner/Coordinator 	

	<ul style="list-style-type: none"> • Procurement/Purchasing Manager • Warehouse/Store Manager • Project Manager – Supply Chain & Analytics • Marketing Assistant/Marketing Officer • Marketing Executive/Marketing Manager • Digital Marketing Officer/Specialist • E-Commerce Executive
<p>Minimum Admission Requirements</p>	<p><u>Year-1 Entry</u> Applicants are required to:</p> <p>(i) obtain Level 3 in both Chinese Language and English Language and Level 2 in Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 (“3322+2”) in HKDSE; OR</p> <p>(ii) pass AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</p> <p>(iii) obtain equivalent qualifications.</p> <p><u>Year-3 Entry</u> Holders of an Associate Degree or a Higher Diploma in a relevant discipline awarded by a recognised tertiary institution with a cumulative GPA of 2.0 or above or equivalent.</p>

Graduate Profile of Bachelor of Science (Hons) in Artificial Intelligence

Qualification Title	Bachelor of Science (Hons) in Artificial Intelligence 人工智能（榮譽）理學士
Qualification Type	Bachelor (Honours) degree in science
QF Level	5
Primary Area of Study and Training	A04 Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	Computer Science and Information Technology
Programme Objectives	<ol style="list-style-type: none"> 1. Develop in students a thorough understanding of the theoretical and practical aspects of artificial intelligence. 2. Equip students with the ability to construct computational systems which can transform large volume of data into actionable decisions with intelligence; and interpret sensory inputs from humans to formulate innovative solutions using artificial intelligence to meet daily life challenges and business needs. 3. Nurture students to become prudent and versatile global citizens who appreciate and respect cultural diversity. 4. Cultivate students' personal integrity, ethical standards, individual values and attitudes, social responsibility, and critical and creative thinking skills to meet the challenges of the future.
Programme Intended Learning Outcomes	<p>Upon completion of the Major, students should be able to:</p> <ol style="list-style-type: none"> I. Apply essential concepts, principles and practices of artificial intelligence to make decisions in solving problems in a variety of career settings. II. Design and implement artificial intelligence solutions to enhance productivity in selected industries. III. Understand the impact of artificial intelligence in socio-political, economic and ethical context. IV. Act professionally with a sense of integrity, accountability and responsibility. V. Use effective communication and interpersonal skills in business and technical communities. <p>Upon completion of the General Education component, students should be able to:</p> <ol style="list-style-type: none"> I. Apply intellectual and practical skills, including proficiency

	<p>in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills in a broad range of personal and professional contexts.</p> <p>II. Achieve global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings;</p> <p>III. Explain the dynamics of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China; and</p> <p>IV. Demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfill the needs of personal and professional lives.</p>
Education Pathways	<p>Graduates are expected to be eligible to enrol in most post-graduate studies for a master's degree related to artificial intelligence, including Master of Science (MSc) Program in Big Data Technology and Master of Science (MSc) Information Technology in HKUST, Master of Science in Computer Science in HKU, CUHK or CityU, Master of Science (MSc) in AI and Digital Media and Master of Science (MSc) in Advanced Information Systems in HKBU and Master of Science in Information Technology in PolyU.</p> <p>Graduates may also continue to engage in artificial intelligence related disciplines at more advanced levels by articulating to the Master of Computer Science (Machine Learning and Big Data) in University of Wollongong. Graduates will also have a wide range of overseas master's degree programmes to select from the universities in Australia, the United Kingdom, the United States and mainland China.</p>
Employment Pathways	<p>Graduates of the programme should be able to seek employment in the following positions:</p> <ul style="list-style-type: none"> • Software engineers/developers • AI Application Developer • Junior AI Engineer • Machine Learning Developer • Data Analytics (AI & Robotics) • Data Scientist
Minimum Admission Requirements	<p><u>Year 1</u></p> <p>(i) obtain Level 3 in Chinese Language and English Language and Level 2 in Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 ("3322+2") in HKDSE; OR</p>

	<p>(ii) pass AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</p> <p>(iii) obtain equivalent qualifications.</p> <p><u>Year 3 Entry</u> Holders of an Associate Degree or a Higher Diploma in similar or relevant discipline from a recognized tertiary institution in Hong Kong or overseas with a cumulative GPA of 2.0 or above or equivalent</p>
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