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

SUMMARY ACCREDITATION REPORT

THE HANG SENG UNIVERSITY OF HONG KONG

LEARNING PROGRAMME ACCREDITATION

MASTER OF BUSINESS MANAGEMENT

MASTER OF SCIENCE IN DATA SCIENCE AND ARTIFICIAL INTELLIGENCE

MAY 2020

1. Terms of Reference

1.1 Based on the Service Agreement (No.: AA579), 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 the Hang Seng University of Hong Kong, formerly known as Hang Seng Management College and Hang Send School of Commerce, (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 Master of Business Management (MBM) and Master of Science in Data Science and Artificial Intelligence (MScDSAI) 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 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 Master of Business Management (MBM) and Master of Science in Data Science and Artificial Intelligence (MScDSAI) programmes meet the stated objectives and QF standards at Level 6, subject to the approval by the Chief Executive in Council, and can be offered as accredited programmes with a validity period of four years from 1 September 2021 to 31 August 2025.

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	The Hang Seng University of Hong Kong 香港恒生大學	
Name of Award Granting Body	The Hang Seng University of Hong Kong 香港恒生大學	
Title of Learning Programme	Master of Business Management 商業管理碩士	Master of Science in Data Science and Artificial Intelligence 數據科學及人工智能理學碩士
Title of Qualification (Exit Award)	Master of Business Management 商業管理碩士	Master of Science in Data Science and Artificial Intelligence 數據科學及人工智能理學碩士
Primary Area of Study and Training	A03 Business and Management	A04 Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	General Business Management[1]	A0401 Computer Science and Information Technology
Other Area of Study and Training	Not applicable	A12 Sciences
Sub-area (Other Area of Study and Training)	Not applicable	A1202 Mathematics and Statistics
QF Level	Level 6	
QF Credits	111	108
Mode(s) of Delivery and Programme Length	Full Time, 1 year	Full-time, 1 year; Part-time, 2 years
Intermediate Exit Award(s)	Not applicable	
Start Date of Validity Period	01 September 2021	
End Date of Validity Period	31 August 2025	
Number of Enrolment(s)	One enrolment per year	

[1] Requested by the Operator after issuance of final report with special approval.

Maximum Number of New Students	2021/22 – 100 per year 2022-23 – 125 per year 2023/24 – 150 per year 2024/25 – 175 per year	40 (35 Full-time and 5 Part-time) per year
Specification of Competency Standards-based Programme	☐ Yes ☑ No	
Address of Teaching Venue	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories, HKSAR 香港新界沙田小瀝源行善里	

2.4 **Recommendations**

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

For MBM and MScDSAI programmes

2.4.1 The Operator should make available additional information for those learners who need to take preparatory module(s) prior to their commencement on the programmes and to provide effective supports to learners who may need additional supports in their course of learning.

2.4.2 The Operator should monitor if there are cases of learning difficulties related to spoken English and if so the Operator should include other standardized measure on spoken English in addition to the minimum requirement of CET 6 ≥ 430.

For MBM programme

2.4.3 The Operator should clearly define the expected higher order skills and subject specific competency and to align with the curriculum, teaching, learning and assessment pitched at QF Level 6.

2.4.4 The Operator should increase the volume and level of the management subject areas in order to provide learners with essential skills and knowledge to demonstrate QF Level 6.

2.4.5 The Operator should reflect on the implementation and operation of the dissertation module to ensure that there are sufficient and appropriate teaching staff members in dissertation supervision.

2.4.6 The Operator should clearly demonstrate how programme development through academic research as well as learning and

teaching through pedagogical research are supported and recognise at the institutional and programme levels.

2.4.7 The Operator should ensure module assessments more effectively demonstrated a depth of analysis and criticality rather than a breadth of subject coverage.

2.4.8 The Operator should include the nature and dates of all assessments in the syllabus which is released to learners prior to the commencement of the module. This should include a description of assessment expectations and link to assessment rubrics.

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 Operator is registered under the Post Secondary Colleges Ordinance (Cap 320) as a privately-funded, non-profit post-secondary college in 2010, and it started to offer bachelor degree programmes accredited by HKCAAVQ in September 2010. Currently, the Operator offers 21 bachelor’s degree programmes accredited at Qualifications Framework (QF) Level 5, and five master’s degree programmes accredited at QF Level 6.

3.2 In 2016, then the Operator successfully obtained Programme Area Accreditation (PAA) status at QF Level 5 in three distinctive Areas of Study and Training – Business and Management; Languages and Related Studies; and Mass Media and Communications, Journalism and Public Relations. In addition, the Operator has attained and maintained the minimum total student enrolment of over 1,500 students since 2012/13, rendering it eligible to commence the application process for private university title. Consequently, the Operator commissioned HKCAAVQ to conduct an Institutional Review (IR) in April 2018 for the purpose of making an application for university title for consideration by the Chief Executive-in-Council. Upon completion

of the IR, it was determined that the Operator meets the standards expected of a private university. On 30 October 2018, the Operator obtained approval of a private university title and changed its name to The Hang Seng University of Hong Kong.

3.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit was conducted on 26, 27 and 28 February 2020 in the form of Zoom Meetings in view of the Coronavirus (COVID-19) situation as a replacement for the on-site visit.

4. Programmes Details

The following programme information is provided by the operator.

4.1 Programme Objectives

For MBM programme

PO1 Develop students' general management knowledge and skills at the Master's level;

PO2 Provide students with business acumen, as well as CSR and ethics knowledge within both local and global contexts;

PO3 Equip students with research knowledge to help them make better informed decisions;

PO4 Broaden students' business knowledge in one of four specialist streams i.e., a) global business management; b) marketing; c) global finance; or d) accountancy & corporate governance; and

PO5 Enhance students' communication skills.

For MScDSAI programme

PO1 Equip students with advanced knowledge and skills in data science and artificial intelligence with emphasis on machine learning;

PO2 Train students in applying appropriate methodologies and techniques in data science and artificial intelligence – with emphasis on machine learning – for solving problems in real world situation;

PO3 Enhance students' analytical, communication and collaboration skills needed in the data science profession; and

PO4 Raise students' awareness of ethical issues in the use of big data.

4.2 Programme Intended Learning Outcomes

For MBM programme

PILO1 Integrate broad knowledge of business to assist in decision making;

PILO2 Possess effective communication skills and knowledge in a business environment;

PILO3 Evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners to serve stakeholders;

PILO4 Communicate broad horizons and be inquisitive about various global issues and developments;

PILO5 Work both independently and as a team player to build on the skills and knowledge developed;

PILO6 Acquire deep knowledge relating to a particular function of business; and

PILO7 Undertake research to solve problems of a practical and/or theoretical nature.

For MScDSAI programme

PILO1 Apply contemporary computing technologies for the management of big data;

PILO2 Use advanced mining and machine learning methodologies for data analysis and knowledge discovery;

PILO3 Recognize the needs of and devise data science and artificial intelligence solutions for an organization;

PILO4 Communicate data science-related information to appropriate audiences effectively; and

PILO5 Recognize the importance of and safeguard the ethical use of big data in their profession.

4.3 Programme Structure

For MBM programme

1. Four Elementary Modules		
Modules		Credits
MGT6101	Global Strategy	2
ACY6101	Accounting and Business Planning	2
MKT6101	Marketing Management	2
FIN6101	Corporate Finance	2
2. Five Marketing Stream Modules		
Modules		Credits
MKT6102	Digital and Cyber Marketing	2
MKT6103	Global Strategic Marketing	2
MKT6104	Entrepreneurial Marketing	2
MKT6105	Strategic Brand Management	2
MKT6106	Cross-cultural Consumer Behaviour	2
2. Five Global Finance Stream Modules		
Modules		Credits
FIN6107	Fintech and Innovation	2
FIN6108	International Financial Management	2
FIN6109	Global Investment	2
FIN6110	Contemporary Issues in Financial Markets	2
FIN6111	Business Study Mission	2
2. Five Global Business Management Stream Modules		
Modules		Credits
MGT6112	Global Talent Management	2
MGT6113	Cross-cultural Negotiation	2
MGT6114	International Business	2
MGT6115	Global Entrepreneurship	2
MGT6116	Global Management	2
2. Five Accountancy & Corporate Governance Stream Modules		
Modules		Credits
ACY6117	Business and Company Law	2
ACY6118	Corporate Governance and Compliance	2
ACY6119	Financial Reporting and Analysis	2
ACY6120	Enterprise and Accounting Information Systems	2
ACY6121	Accounting for Decision Making	2
3. MBM Dissertation Project		
Module		Credits
BUS6999	Dissertation Project	9

For MScDSAI programme

Five Core Modules		
Modules		Credits
COM6001	Computing with Big Data	3
COM6002	Big Data Management	3
AMS6001	Data Mining	3
AMS6002	Statistical Modeling	3
COM6003	Artificial Intelligence and Machine Learning	3
Major Elective Modules (3 out of 5)		
Modules		Credits
COM6102	Distributed Systems and Cloud Computing	3
COM6103	Big Data Security and Privacy	3
SCM6111	Supply Chain Modeling and Analytics	3
COM6101	Marketing Analytics with Machine Learning	3
COM6104	Topics in Data Science and Artificial Intelligence	3
Total	**8 modules**	**24**

4.4 Admission Requirements

For MBM programme

1. A bachelor's degree from a recognised university or equivalent; and

2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction: TOEFL ≥ 550 (paper-based), ≥ 79 (Internet-based); IELTS ≥ 6.5; CET 6 ≥ 430; TEM-4 ≥ 70.

For MScDSAI programme

1. A bachelor's degree in science, technology, engineering, mathematics, business or related disciplines from a recognised university; and

2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction: TOEFL ≥ 550 (paper-based), ≥ 79 (Internet-based); IELTS ≥ 6.5; CET 6 ≥ 430; TEM-4 ≥ 70.

4.5 Graduate Profile

For MBM programme

Please refer to Appendix 1.

For MScDSAI programme

Please refer to Appendix 2.

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.

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File Reference: 56/28/01

Appendix 1

Graduate Profile of Master of Business Management

Qualification Title (English and Chinese	Master of Business Management 商業管理碩士	
Qualification Type	Master's Degree	
QF Level	Level 6	
Primary Area of Study and Training	A03 Business and Management	
Other Area of Study and Training	A0305 General Business Management	
Programme Objectives	The Programme aims to	
	PO1	Develop students' general management knowledge and skills at the Master's level
	PO2	Provide students with business acumen, as well as CSR and ethics knowledge within both local and global contexts
	PO3	Equip students with research knowledge to help them make better informed decisions
	PO4	Broaden students' business knowledge in one of four specialist streams i.e., a) global business management, b) marketing, c) global finance or d) accountancy & corporate governance
	PO5	Enhance students' communication skills
Programme Intended Learning Outcomes	Upon completion of the programme, learners should be able to:	
	PILO1	Integrate broad knowledge of business to assist in decision making
	PILO2	Possess effective communication skills and knowledge in a business environment
	PILO3	Evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners to serve stakeholders
	PILO4	Possess broad horizons and be inquisitive about various global issues and developments
	PILO5	Work both independently and as a team player to build on the skills and knowledge developed
	PILO6	Acquire deep knowledge relating to a particular function of business
	PILO7	Undertake research to solve problems of a practical and/or theoretical nature

Education Pathways	Graduates of the Programme may pursue further study at MPhil or PhD levels, particularly in the area of global business management, marketing, global finance or accountancy and corporate governance.
Employment Pathways	Graduates may take up the following careers: 1. Bank management 2. Business executive 3. Marketing and sales executive 4. Product development 5. Financial analyst 6. Export manager 7. Management consultancy 8. Auditor / accountant 9. Company Secretary 10. Researcher Potential employers include: 1. Finance and banking organisations 2. Accounting firms and other service industries 3. Government departments 4. Insurance companies 5. Marketing agencies 6. Consultants 7. Education providers
Minimum Admission Requirements	1. A bachelor's degree from a recognised university or equivalent; and 2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction: TOEFL ≥ 550 (paper-based), ≥ 79 (Internet-based); IELTS ≥ 6.5; CET 6 ≥ 430; TEM-4 ≥ 70.
Operator (in English and Chinese)	The Hang Seng University of Hong Kong 香港恒生大學

Appendix 2

Graduate Profile of Master of Science in Data Science and Artificial Intelligence

Qualification Title (English and Chinese	Master of Science in Data Science and Artificial Intelligence 數據科學及人工智能理學碩士	
Qualification Type	Master's Degree	
QF Level	Level 6	
Primary Area of Study and Training	A04 Computer Science and Information Technology	
Other Area of Study and Training	A12 Sciences (Mathematics and Statistics	
Programme Objectives	The Programme aims to	
	PO1	Equip students with advanced knowledge and skills in data science and artificial intelligence with emphasis on machine learning
	PO2	Train students in applying appropriate methodologies and techniques in data science and artificial intelligence – with emphasis on machine learning – for solving problems in real world situations
	PO3	Enhance students' analytical, communication and collaboration skills needed in the data science profession
	PO4	Raise students' awareness of ethical issues in the use of big data
Programme Intended Learning Outcomes	Upon completion of the programme, learners should be able to:	
	PILO1	Apply contemporary computing technologies for the management of big data
	PILO2	Use advanced mining and machine learning methodologies for data analysis and knowledge discovery
	PILO3	Recognize the needs of and devise data science and artificial intelligence solutions for an organization
	PILO4	Communicate data science-related information to appropriate audiences effectively
	PILO5	Recognize the importance of and safeguard the ethical use of big data in their profession

Education Pathways	Graduates of the Programme may pursue doctoral degree in data science, artificial intelligence or other related programmes.
Employment Pathways	Graduates may take up the following careers: 1. Data scientist 2. Big data developer 3. Big data analytics 4. AI developer / architect 5. AI scientist / research Potential employers include: 1. IT departments of large enterprises 2. IT companies 3. Financial companies, e.g. banks 4. Organizations / companies that may have large amount of data, e.g. Hong Kong Observatory 5. Government
Minimum Admission Requirements*	1. A bachelor's degree in science, technology, engineering, mathematics, business or related disciplines from a recognised university; and 2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution where English is the medium of instruction: TOEFL ≥ 550 (paper-based), ≥ 79 (Internet-based); IELTS ≥ 6.5; CET 6 ≥ 430; TEM-4 ≥ 70.
Graduation Requirements	To be eligible for the award of the Master of Science in Data Science and Artificial Intelligence, students are required to: 1. complete and obtain a Grade D or above on at least 24 credits (8 modules), including five core modules and three major elective modules; and 2. obtain a minimum cumulative GPA of 2.0.
Operator (in English and Chinese)	The Hang Seng University of Hong Kong 香港恒生大學

*exceptional consideration will be made for applicants who fall short of the admission requirements. Five percent of the admission quota is reserved for the exceptional cases.