



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 RE-ACCREDITATION**

**HIGHER DIPLOMA IN LANGUAGE AND  
CORPORATE COMMUNICATION**

**JANUARY 2022**

## 1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: VA1318), 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 Hong Kong College of Technology (the Operator) to conduct a 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 programme of the Operator meets the stated objectives and Hong Kong Qualifications Framework (QF) Level 4 standard and can continue to be offered as an accredited programme:

(i) Higher Diploma in Language and Corporate Communication

(b) To issue to the Operator accreditation report(s) setting out the results of the determination in relation to (a) 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"* (HD Common Descriptors) was also a guiding document used by the Panel and the Operator in conducting this re-LPA exercise.

## 2. HKCAAVQ'S DETERMINATION

### Learning Programme Re-accreditation

2.1 HKCAAVQ has determined that the Higher Diploma in Language and Corporate Communication programme 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 2022 to 31 August 2027.

### 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 Re-accreditation are specified as follows:

<b>Name of Operator(s)</b>	Hong Kong College of Technology 香港專業進修學校
<b>Name of Award Granting Body</b>	Hong Kong College of Technology 香港專業進修學校
<b>Title of Learning Programme</b>	Higher Diploma in Language and Corporate Communication 語言及企業傳訊高級文憑
<b>Title of Qualification(s) (Exit Award(s))</b>	Higher Diploma in Language and Corporate Communication (Japanese) 語言及企業傳訊高級文憑（日語）  Higher Diploma in Language and Corporate Communication (Korean) 語言及企業傳訊高級文憑（韓語）
<b>Primary Area of Study and Training</b>	Languages and Related Studies
<b>Sub-area (Primary Area of Study and Training)</b>	Languages and Related Studies
<b>Other Area of Study and Training</b>	Mass Media and Communications, Journalism and Public Relations
<b>Sub-area (Other Area of Study and Training)</b>	Mass Media and Communications, Journalism and Public Relations
<b>Industry</b>	Not applicable
<b>Branch</b>	Not applicable
<b>QF Level</b>	Level 4
<b>QF Credits</b>	279
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 2 years 2,790 notional learning hours (including 930 contact hours)
<b>Intermediate Exit Award(s)</b>	Not applicable
<b>Validity Period</b>	1 September 2022 to 31 August 2027
<b>Number of Enrolment(s)</b>	1 enrolment per year
<b>Maximum Number of New Students</b>	Maximum number of new learners per year for Japanese stream: 40 Maximum number of new learners per year for Korean stream: 40

	Maximum number of learners per class: 40
<b>Specification of Competency Standards-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Specification of Generic (Foundation) Competencies-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Vocational Qualifications Pathway Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Notes to be indicated on the QR</b>	Not applicable
<b>Address of Teaching/ Training Venue(s)</b>	<p>1) HKCT Jockey Club Undergraduate Campus, 2 On Shing Street, Ma On Shan, Sha Tin, New Territories 新界沙田馬鞍山鞍誠街 2 號港專賽馬會本科校園</p> <p>2) HKCT Jockey Club Ma On Shan Campus, Yiu On Estate, Ma On Shan, Sha Tin, New Territories 新界馬鞍山耀安邨港專賽馬會馬鞍山校園</p>

## 2.4 Recommendations

HKCAAVQ offers the following recommendations for continuous improvement.

<b>Recommendations</b>
<p><u>Recommendation 1</u></p> <p>The Operator should explore all available opportunities in Hong Kong where students could learn and apply Japanese and Korean in an authentic environment.</p>
<p><u>Recommendation 2</u></p> <p>The Operator should have a systematic way of identifying students in need of context-specific English remedial classes and then providing students with such classes accordingly.</p>
<p><u>Recommendation 3</u></p>

The Operator should ensure appropriate use of reference materials during the vetting of teaching materials and assessment papers.

- 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 Hong Kong College of Technology (HKCT) is a self-financed education institute offering a variety of programmes from Certificate to Higher Diploma levels. HKCT Group Limited is the sponsoring body of HKCT. The Group is a registered charitable organisation established under the Companies Ordinance.
- 3.2 The Higher Diploma in Language and Corporate Communication programme was first re-accredited in November 2018 with four recommendations.

### **4. PROGRAMME DETAILS**

The following is the programme information provided by the Operator.

#### **4.1 Programme Objectives**

The objectives of the Programme are as follows:

- To provide students with knowledge and skills in a selected language for articulation and communication for employability; and
- To nurture students' personal growth in independent learning, teamwork, critical thinking, linguistic sensitivity and socio-cultural awareness.

#### **4.2 Programme Intended Learning Outcomes**

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

- Demonstrate sufficient knowledge in corporate communication-related fields for employability at paraprofessional level;

- Demonstrate academic vigour in disciplines relating to language and cultural studies for further articulation;
- Manifest independent learning skills for continuous advancement; and
- Demonstrate multi-cultural awareness and sensitivities on language and media-literacy.

#### 4.3 Intended Learning Outcomes of Specific Streams leading to Individual Terminal Exit Awards

Upon completion of the Japanese stream of the Programme, students should be able to:

- Use Japanese at a level sufficient for communication in both daily life and workplace situations.

Upon completion of the Korean stream of the Programme, students should be able to:

- Use Korean at a level sufficient for communication in both daily life and workplace situations.

#### 4.4 Programme Structure

Module	QF Credits
<b><i>Year 1 – Core Generic Modules (Common)</i></b>	279
Innovation and Information Technology in Society	
Intercultural Communication	
Professional Chinese Communication	
Professional English Communication	
Professional Putonghua Communication	
<b><i>Year 1 – Specialised Modules (Corporate Communication) (Common)</i></b>	
Media for Presentation	
Principles and Practices of Corporate Communication and PR	
<b><i>Year 1 – Specialised Modules (Language) (for Japanese stream)</i></b>	
Japanese 1	
Japanese 2	
<b><i>Year 1 – Specialised Modules (Language) (for Korean stream)</i></b>	
Korean 1	
Korean 2	
<b><i>Year 2 – Specialised Modules (Corporate Communication) (Common)</i></b>	
Marketing and Advertising	
Media and Communication	
Event Planning and Promotion	
Public Relations Writing	
<b><i>Year 2 – Specialised Modules (Language) (for Japanese stream)</i></b>	

Professional Japanese Communication	
Japanese Language and Culture	
Japanese 3	
Japanese 4	
<i>Year 2 – Specialised Modules (Language) (for Korean stream)</i>	
Professional Korean Communication	
Korean Language and Culture	
Korean 3	
Korean 4	
<b>Total</b>	<b>279</b>

#### 4.4 Graduation Requirements

- 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 an attendance rate of at least 80% in each module.

#### 4.5 Admission Requirements

1. (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  
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

2. 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](http://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](http://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](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.

Ref: VA87/02/40c

