



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

ACCREDITATION REPORT

**SCHOOL OF CONTINUING AND PROFESSIONAL
EDUCATION, CITY UNIVERSITY OF HONG KONG AND
EDINBURGH NAPIER UNIVERSITY**

**LEARNING PROGRAMME ACCREDITATION
BA (HONS) MARKETING WITH DIGITAL MEDIA**

DECEMBER 2022

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HKCAAVQ Panel Membership

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: AA810), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap. 592), was commissioned by School of Continuing and Professional Education, City University of Hong Kong (SCOPE) and Edinburgh Napier University (ENU) (jointly as the Operator) to conduct a learning programme accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) to determine whether the BA (Hons) Marketing with Digital Media (Non-local Courses Registry Registration Number: 453220) of the Operator meets the stated objectives and Hong Kong Qualifications Framework (HKQF) standards and can be offered as an accredited programme; 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

2.1 HKCAAVQ has determined that the BA (Hons) Marketing with Digital Media programme (the Programme) meets the stated objectives and QF standard at Level 5 and can be offered as an accredited programme with a validity period of five years.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date of the validity period. Applications will be considered on a case-by-case basis.

2.3 The determinations on the Programme are specified as follows:

Name of Local Operator	School of Continuing and Professional Education, City University of Hong Kong 香港城市大學專業進修學院
Name of Non-local Operator	Edinburgh Napier University 愛丁堡龍比亞大學
Name of Award Granting Body	Edinburgh Napier University 愛丁堡龍比亞大學
Title of Learning Programme	BA (Hons) Marketing with Digital Media 數碼媒體營銷榮譽文學士
Title of Qualification (Exit Award)	BA (Hons) Marketing with Digital Media 數碼媒體營銷榮譽文學士
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
HKQF Level	Level 5
HKQF Credits	240
Mode of Delivery and Programme Length	Part-time, 20 months
Intermediate Exit Award	Title of Qualification: BA Marketing with Digital Media 數碼媒體營銷文學士 HKQF Level: Level 5 HKQF Credits: 120 Mode of Delivery and Programme Length: Part-time, 12 months Attainment: Completion of the required 120 credits of the BA (Hons) Marketing with Digital Media

Start Date of Validity Period	1 September 2023
End Date of Validity Period	31 August 2028
Number of Enrolments	One enrolment per year
Maximum Number of New Students	80 per year – 2023-24 80 per year – 2024-25 80 per year – 2025-26 85 per year – 2026-27 85 per year – 2027-28
Address of Teaching / Training Venues	(1) City University of Hong Kong, Tat Chee Avenue, Kowloon Tong, Kowloon (2) CityU SCOPE Tsim Sha Tsui East Learning Centre, UG2/F & UG3/F Chinachem Golden Plaza, 77 Mody Road, Tsim Sha Tsui East, Kowloon

2.4 Recommendation

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

- 2.4.1 The Operator should improve industry engagement to gather insights and industry intelligence with regular updating of the curriculum in response to the fast-changing digital media marketing space and for effective programme development and delivery. (para. 4.1.4)
- 2.4.2 The Operator should improve the design of the admission interview form for effective assessment of applicants' attributes and suitability to study the Programme. (para. 4.2.6)
- 2.4.3 The Operator should closely monitor the students' workload, provide necessary support, and enable students to complete the Programme within a time frame that accords with individual needs. (para. 4.4.5)
- 2.4.4 The Operator should formulate a staff development plan designated for part-time staff for quality delivery of the Programme, and take measures to ensure that part-time staff are aware of the various staff development opportunities. (para. 4.5.5)
- 2.4.5 The Operator should explore the opportunities for students to gain industry exposure during their study. (para. 4.6.5)

- 2.4.6 The Operator should establish an advisory board, which would meet at least once a year, and the board composition should include members whose roles would not bring potentially conflicting perspectives when providing advice for programme development. (para. 4.7.3)

2.5 **Advice**

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

- 2.5.1 The Operator is advised to form interview panels/teams instead of having a single interviewer for student selection to avoid the impact of potential personal bias. (para. 4.2.6)
- 2.5.2 The Operator is advised to provide adequate support and training to staff involved in the dissertation module so that they can be equipped with the necessary skills and knowledge to conduct supervision of the students for quality delivery of the dissertation module. (para. 4.4.6)
- 2.5.3 The Operator is advised to develop a more proactive approach to identifying and supporting students with difficulties with English and academic writing. (para. 4.6.4)
- 2.6 HKCAAVQ will subsequently satisfy itself whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

3. **INTRODUCTION**

- 3.1 The School of Continuing and Professional Education (SCOPE) is a self-financing but integral part of the City University of Hong Kong (CityU) serving the lifelong learning needs of the community. Since 1992, SCOPE has been offering top-up degree programmes in collaboration with non-local universities.

- 3.2 Edinburgh Napier University (ENU) attained university status in 1992, and changed to its existing name in 2009. ENU is one of the largest universities in Scotland, with almost 20,000 students from over 140 countries.
- 3.3 The Business School of ENU has been partnering with SCOPE since 1997 providing learning opportunities for students in Hong Kong to articulate from their associate degree and diploma programmes onto a number of honours degrees and degree programmes. The SCOPE-ENU collaborative partnership started in 1997. It obtained HKCAAVQ Initial Evaluation status at HKQF Level 6 in 2012.
- 3.4 The Operator commissioned HKCAAVQ to conduct a Learning Programme Accreditation (LPA) for the BAMDM programme. HKCAAVQ formed an expert Panel for this accreditation exercise (Panel Membership at **Appendix**). In view of the Coronavirus Disease (COVID-19) outbreak, the site visit was conducted in a hybrid mode via video conference and face-to-face meetings from 22 to 23 September 2022. HKCAAVQ's *Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework* (Version 1.2, November 2020) was the guiding document for the Operator and the Panel in conducting this exercise.
- 3.5 In consideration of the Operator's track record established from previous accreditation exercises, information on the following aspects of the Programme was not required in accordance with HKCAAVQ's Differentiation Approach.

Accreditation Standard	Information Not Required
Learning, Teaching and Enabling Resources/Services	Information on student support services and institution-wide financial and physical resources allocation mechanism is not required.
Programme Approval, Review and Quality Assurance	Information on institution-wide QA processes and mechanisms is not required

4. PANEL'S DELIBERATIONS

The following presents the Panel's deliberations on a range of issues pertinent to its major findings. For aspects of the accreditation standards where no observations are made they are considered to be appropriately addressed by the Operator.

4.1 Programme Objectives and Learning Outcomes

The learning programme must have objectives that address community, education and/or industry needs, with learning outcomes that meet the relevant HKQF standards, for all exit qualifications from the programme.

4.1.1 The Programme Objectives (POs) aims to:

What the students should know and be able to do on completion:

PO1	Develop their knowledge and understanding of critical and analytical approaches to marketing and digital media.
PO2	Advance their key transferable skills in marketing and digital media.
PO3	Progress their knowledge of the relationship between marketing, digital content and other business activities.
PO4	Be equipped with the necessary knowledge for a career in marketing and digital media.
PO5	Establish their competence in applying marketing and digital media theory to practical situations.

4.1.2 The PILOs are categorised under “Knowledge and Understanding” and “Skills and Other Attributes”.

A: Knowledge and understanding of

On completion of the Programme, students will have knowledge and understanding of:

A1	The role and management of marketing strategies, functions and processes in businesses in a changing environment.
A2	The critical application of marketing and digital media theory and research to business practices.
A3	The international issues pertaining to marketing and associated disciplines.

A4	The responsibility in the design of interactive systems, ethics emerging from digital technology and the implications of digital media on individual users, businesses and society.
A5	The needs of different customer groups and the creation of value in the process of satisfying customer needs.
A6	The core issues in relation to designing user experience for interactive system, service, device, website or software application.

B: Skills and other attributes

On completing this programme, a student will be able to:

B1	Develop analytical and problem-solving skills required for academic enquiry.
B2	Demonstrate the ability to select and synthesise information from a variety of sources.
B3	Manage complex digital media-related organisational and marketing issues systematically to support decisions.
B4	Work effectively in a team and develop communication and interpersonal skills.
B5	Evaluate research information critically and present logical findings.
B6	Develop digital, marketing, and research skills, and apply them in an organisational context.

4.1.3 The Operator provided the following information to demonstrate how the Programme meets the HKQF standard at Level 5:

- (a) Mapping showing the alignment between the Pos and PILOs;
- (b) Mapping showing the alignment between each module and PILOs;
- (c) Mapping showing the alignment between PILOs and Generic Level Descriptors (GLDs) at HKQF Level 5;
- (d) Mapping showing the alignment between each module and GLDs at HKQF Level 5; and
- (e) *Module Descriptor* of each module, which includes summary information such as module learning outcomes, module content, learning and teaching methods, contact hours, independent learning hours, and assessment methods and their weightings, etc.

4.1.4 The Operator shared with the Panel that the rationale and demand for the Programme should be strong and ever-growing. In view of the fact that disruptive innovation and digital transformation in society have changed the traditional marketing practice and adopted automation and

technology in marketing processes, the Programme should be able to meet the market demand for digital media marketing professionals in Hong Kong. However, the Panel raised a concern on how to keep the programme delivery and development updated on the fast-changing environment in particular the digital media marketing space. In this connection, the Panel **recommended** that the Operator should improve industry engagement to gather insights and industry intelligence with regular updating of the curriculum in response to the fast-changing digital media marketing space and for effective programme development and delivery.

- 4.1.5 In consideration of the above information, the Panel formed the view that the Programme could achieve its POs and PILOs as a whole. The HKQF standards could be met, and the evidence presented on employment and education pathways reflect that the Programme is in general fit for purpose in the Hong Kong context.

4.2 **Learner Admission and Selection**

The minimum admission requirements of the learning programme must be clearly outlined for staff and prospective learners. These requirements and the learner selection processes must be effective for recruitment of learners with the necessary skills and knowledge to undertake the programme.

- 4.2.1 The Panel noted that the minimum admission requirements of the Programme are provided as follows:
- To join this programme applicants will have completed prior study in Hong Kong at Associate Degree or Higher Diploma level. The applicants will be expected to have successfully completed at least one module in Marketing, normally in the Fundamentals of Marketing, in their prior study.
 - Advanced Diploma in Management Studies (ADMS) at City University of Hong Kong School of Continuing and Professional Education (SCOPE) programme is accepted as a suitable internal articulation route.
 - Students without any study of marketing fundamentals may also be considered. However, they will be required to study an additional marketing bridging course in the summer prior to the commencement of trimester 1.

N.B. For students who have not done a suitable Marketing module in a previous qualification, a bridging course will be assigned. The

Marketing Bridging Course is for a defined syllabus, lasts 7 days (26 lecture hours plus 13 tutorial hours) and is assessed by a 100-question multiple choice test. A pass mark 40% and attendance 80% are required.

- 4.2.2 The Panel noted the English language requirements as all learning, teaching and assessment activities are conducted in English. For applicants' first language is not English, they must have a minimum IELTS score of 6.0 with all four elements having a score of at least 5.5 or equivalent, unless they have undertaken a significant part of their prior study in English.
- 4.2.3 The Panel also noted the adoption of recognition of prior learning as a means of non-standard admission. Applicants who do not hold any of the above qualifications or awards but have relevant work experience may also be considered. This may include applicants with two or more years' full-time marketing, sales or digital media experience whose prior study has not been at the above levels. Applicants who fall into this category will be considered on an individual basis, taking into consideration applicants' previous study and experience. The Programme Team may also request for additional documentation and arrange admission interview.
- 4.2.4 In line with the HKCAAVQ's policy on the yearly quota of non-standard admission for its accredited programmes, the Operator confirmed that the Programme will adhere to the policy that the maximum number of non-standard admission (i.e. admitted applicants not meeting the stipulated minimum admission requirements) should be capped, on a programme basis, at a maximum of 5% of the actual number of new students of the year.
- 4.2.5 The Operator provided to the Panel with the yearly student intake of the Programme as follows:

Maximum yearly student intake in the coming five academic years:

	Cohort 2023	Cohort 2024	Cohort 2025	Cohort 2026	Cohort 2027
Part-time	80	80	80	85	85

- 4.2.6 The Panel learnt from the Operator that all applications will be examined and considered by the Programme Leader at SCOPE. Admission interviews will be conducted if necessary. Applications will then be sent to the Programme Leader at ENU for endorsement. When

meeting with representatives of the Operators, the Panel noted that other collaborative programmes followed and there were cases where applications were not accepted by ENU even though they were recommended by SCOPE. When studying the interview form, the Panel raised a concern that it covered only generic aspects. It should also be noted that some attributes assessed during the interview were not recorded in the interview form. Furthermore, the interview will be conducted by a single interviewer, which may lead to potential bias. In this connection, the Panel **recommended** that the Operator should improve the design of the admission interview form for effective assessment of applicants' attributes and suitability to study the Programme and **advised** the Operator to form interview panels/teams instead of having a single interviewer for student selection to avoid the impact of potential personal bias.

- 4.2.7 In consideration of the above information, the Panel formed the view that the minimum admission requirements and student selection process of the Programme have been aptly designed to recruit students with necessary skills and knowledge to undertake the Programme.

4.3 Programme Structure and Content

The structure and content of the learning programme must be up-to-date, coherent, balanced and integrated to facilitate progression in order to enable learners to achieve the stated learning outcomes and to meet the programme objectives.

- 4.3.1 The BA Marketing with Digital Media (Part-Time) consists of 120 credits and will be delivered in part-time mode for three trimesters in one year. It comprises six 20-credit modules. The BA(Hons) Marketing with Digital Media (Part-Time) consists of 240 credits and will be delivered in part-time mode for five trimesters or six trimesters in two years. It comprises ten 20-credit modules and one 40- credit Dissertation modules. Each trimester lasts for 13 weeks and there will be a 2-week break between trimesters.
- 4.3.2 A standard module is equivalent to 200 hours of learning and on successful completion of each module students will achieve 20 credits towards the chosen award. Students will also undertake personal research and complete a dissertation in the area of digital marketing to gain 40 credits towards their final award of an honours degree. They will have the opportunity to exit with a Bachelor of Arts degree in just one year (3 trimesters) if they do not want to proceed to the honours level. There are formal consulting sessions, informal consultations, and

discussions guiding students to choose a pathway at various stages of the Programme.

4.3.3 The structure of the BA and BA (Hons) Marketing with Digital Media (Part-Time) is as follows:

Study Period		Module Title	Contact hours		Notional learning hours	UK/QF Credits
Year	Trimester		Lecture	Tutorial		
1	1	Brand Management*	15	15	200	20
		Marketing Research and Communications (2)*	15	15	200	20
	2	International Marketing*	15	15	200	20
		Direct and Digital Marketing*	15	15	200	20
	3	Digital Storytelling	24	24	200	20
		Technoculture and Society	24	24	200	20
BA Marketing with Digital Media (Year 1 only)			108	108	1,200	120
2	4	User Experience	24	24	200	20
		Retail Marketing*	15	15	200	20
		Dissertation	15	6.5**	400	40
	5	Marketing Management in Practice*	4	26	200	20
		Digital Marketing Analytics*	15	15	200	20
		Honours Dissertation Digital Marketing / Media (continued) (Option 1: submission date in May)	--	6.5**	--	--
	6	Dissertation (Option 2: submission date in September)			--	--
BA (Hons) Marketing with Digital Media (Year 1 and Year 2)			181	201	2,400	240

*Common modules with ENU BA and BA (Hons) Marketing Management; **supervision hours

4.3.4 The Operator provided the following information for consideration by the Panel:

- BAMDM HK Programme Specification;
- Mapping of modules against Programme Intended Learning Outcomes (PILOs);
- Mapping of modules against HKQF Generic Level Descriptors (GLD) at Level 5;
- Modules descriptors of all modules of the Programme;
- Mapping of MILOs with PILOs; Modules against HKQF GLD at Level 5; and MILOs with the module assessment and HKQF GLD at Level 5 for the following modules;
 - IMD09904 Digital Storytelling;
 - MKT10903 Marketing Management in Practice; and
 - MKT10932 Dissertation.

4.3.5 In consideration of the above information, the Panel formed the view that the structure and content of the Programme have been effective in enabling students to achieve the stated learning outcomes and the required standard.

4.4 Learning, Teaching and Assessment

The learning, teaching and assessment activities designed for the learning programme must be effective in delivering the programme content and assessing the attainment of the intended learning outcomes.

- 4.4.1 The Programme will be delivered to students in part-time mode. The medium of instruction of the Programme is English. The Programme adopts a variety of learning and teaching methods, as appropriate to the nature and content of the individual modules with lectures and tutorials as the principal contact modes of delivery. The maximum number of students involved in various modes of teaching are:

Maximum class size of	Part-time BAMDM
(a) a typical lecture:	130 students
(b) a typical tutorial:	30 students
(c) a typical lab / practical session:	30 students

- 4.4.2 The teaching modes in BAMDM are mainly set in two formats:

- (a) Block modules
For each block-delivered module there will be a block of around 15 to 24 hours of lectures during the semester. The Edinburgh Napier Module Leader or their designated teaching staff will normally deliver these lectures face-to-face in Hong Kong (fly-in mode) or from Edinburgh (blended mode as practically taken jointly by local teachers via real-time online platforms); and
- (b) Weekly modules
For each weekly-delivered module there will be lectures of 1 or 2 hours per week with weekly tutorials, both delivered by CityU SCOPE. For some of these modules, students will receive an ENU Module Text (also called an Academic Text) which supports the subject matter of the module. The medium of instruction and written assessment is English.

- 4.4.3 The assessment is explicitly linked to the learning process and outcomes of the degree programme, with assessments taking a variety of forms. For example, reports, essays, presentations, case studies, group work and examinations are combined to achieve a mix of assessments across levels/years that address programme aims and learning outcomes. Most programme modules, subject to the ENU's guidelines, provide a combination of continuous (coursework) and

supervised (exam or equivalent) assessments, as this allows students with different learning approaches to participate in a range of assessment types.

4.4.4 The Panel was provided with the following information regarding learning, teaching and assessment:

- (a) ENU Academic Strategy 2020;
- (b) ENU Assessment Handbook (revised October 2018);
- (c) Template of Teaching and Learning Questionnaire (TLQ);
- (d) Modules descriptors of all modules of the Programme;
- (e) Mapping of MILOs and Individual assessment tasks for each module;
- (f) Student Handbook 2021/2022 for BA and BA (Hons) Marketing Management (Part Time); and
- (g) Marked scripts with marker comments for:
 - (i) International Marketing;
 - (ii) Marketing Management in Practice; and
 - (iii) Dissertation.

4.4.5 In response to the Panel's comments, the Operator shared with the Panel the rationale for designing the range of the ratio of contact to self-study hours as stated in the *Operational Guidelines on Use of Credit*. When responding to the Panel's concern that it may be a challenge for students to complete the part-time programme in only five trimesters, the Operator responded that there is flexibility in the submission of the *Dissertation* module. This may be submitted by the sixth trimester to suit students' circumstances and preferences. The Panel **recommended** that the Operator should closely monitor the students' workload, provide necessary support, and enable students to complete the Programme within a time frame that accords with individual needs.

4.4.6 On the delivery of the *Dissertation* module, the Panel raised the concern about how students conduct research and how the Operator would ensure that staff assigned to supervise students' dissertations are well trained for the task. After meeting with representatives from the Operator, the Panel learnt that there are non-credit bearing training workshops on SPSS provided to students. In addition, there is training provided to dissertation-supervising staff. Only full-time teaching staff from SCOPE would take up the dissertation supervisor role. For quality delivery of the dissertation module, the Operator is **advised** to provide adequate support and training to staff involved in the dissertation module so that they can be equipped with the necessary skills and knowledge to conduct supervision of the students for quality delivery of the dissertation module.

- 4.4.7 Notwithstanding the recommendation and advice above, the Panel considered that the learning, teaching and assessment activities designed for the Programme are appropriate in delivering the programme content and assessing students' attainment of the intended learning outcomes.

4.5 **Programme Leadership and Staffing**

The Operator must have adequate programme leader(s), teaching/training and support staff with the qualities, competence, qualifications and experience necessary for effective programme management, i.e. planning, development, delivery and monitoring of the programme. There must be an adequate staff development scheme and activities to ensure that staff are kept updated for the quality delivery of the programme.

- 4.5.1 Delivery of the Programme by ENU is led by the Business School in conjunction with the School of Computing, which has recently been merged with the School of Engineering and the Built Environment to School of Computing, Engineering & the Built Environment. The merger was provided with a 12-month transition period before the full integration of both Schools. The Operator assured the Panel that the merger will not have any impact on the management and delivery of the Programme and both Schools will liaise with the module leaders in both subject groups with internal and external stakeholders for a smooth transition.

- 4.5.2 On staffing, the Panel was provided with the following information:

- (a) Access to ENU and SCOPE staff Handbooks;
- (b) Staff CVs of both ENU and SCOPE;
- (c) Interview form for hiring new teachers from SCOPE;
- (d) Staff development activities organised by SCOPE;
- (e) Development / induction activities in the past three years;
- (f) A list of the academic conference / academic research and scholarly activities that staff members of the Programme completed in the past three academic years (2019-2022) by SCOPE; and
- (g) SCOPE Part-time Teaching Staff Manual

- 4.5.3 There will be 10 ENU teaching staff (10 full-time) and 12 CityU SCOPE teaching staff (6 full-time and 6 part-time) teaching the Programme. The day-to-day management and strategic development of the Programme are undertaken by the Programme Leaders. Day-to day operation of the Programme is overseen by the Hong Kong Programme Leader.
- 4.5.4 The Panel noted that all ENU staff involved in the Programme have a doctorate degree and all SCOPE staff involved in the Programme have master degrees or above. For SCOPE, Local Tutors are appointed subject to ENU's approval. ENU Programme Leader will review and confirm the appointment as well as the retention of Local Tutors on an annual basis. The SCOPE Programme Leader is a full-time teaching staff in SCOPE while the others can be full-time or part-time. The appointment criteria of teaching staff for the Programmes are:
- (a) a postgraduate degree in Business or equivalent and Doctorates are most preferred;
 - (b) at least three years of experience in the related field of practice; and
 - (c) two years of teaching experience in relevant subject areas at an appropriate level.
- 4.5.5 The Panel learnt from the Operator that all teaching staff from ENU are full-time. Meanwhile, those from SCOPE could be full-time or part-time and there is no formal policy on the ratio between full-time and part-time staff. However, both full-time and part-time teaching staff members can attend staff development activities and there is a designated role of "Part-time Staff Development Coordinator" taken up by a full-time staff member, who is charged with the responsibility of providing information on various external and internal staff development opportunities to all teaching members of SCOPE. During the site visit meeting, the Panel learnt that not all the part-time staff were aware of such opportunities. In this connection, the Panel **recommended** that the Operator should formulate a staff development plan designated for part-time staff for quality delivery of the Programme, and take measures to ensure that part-time staff are aware of the various staff development opportunities.
- 4.5.6 In consideration of the above information, notwithstanding the recommendation and advice above, the Panel was of the view that the Operator has adequate staff with appropriate qualifications experience and expertise necessary for effective management and delivery of the Programme.

4.6 Learning, Teaching and Enabling Resources/Services

The Operator must be able to provide learning, teaching and enabling resources/services that are appropriate and sufficient for the learning, teaching and assessment activities of the learning programme, regardless of location and mode of delivery.

- 4.6.1 In consideration of the Operator's track records established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, the Programme is considered to have met the institution-wide Financial Resources, Physical Resources and Student Support Services aspects of the accreditation standard.
- 4.6.2 The Panel was provided with the Programme Budget for 2023-24 to 2027-28. The breakeven number of the Programme was noted. From the financial projection, the Panel noted that there is a projected surplus in the coming years. Based on the information provided, the Panel considered that the Operator has adequate financial resources to support the programme.
- 4.6.3 The Operator provided to the Panel the information of the following learning, teaching and enabling resources in supporting the learning, teaching and assessment activities of the Programme.
- (a) Student Handbook 2021/22 for BA/BA (Hons) Marketing Management (Part-time);
 - (b) Online access to library resources of SCOPE and ENU;
 - (c) Programme relevant facilities from SCOPE;
 - (d) E-learning Platform (Moodle);
 - (e) Provision of the Future Intelligence Ready Skills Training (FIRST) Scheme;
 - (f) Details on support to students on English Language and dissertation writing;
 - (g) List of programme-specific services, facilities, software, etc.;
 - (h) Student development activities; and
 - (i) Overseas study opportunities.
- 4.6.4 The Panel raised their concern over whether the students' English language proficiency is up to the level to pursue the study. When meeting with the Programme team, the Panel learnt that English supported services were available but this is not a mandatory requirement and students use the service only on a voluntary basis. As English language proficiency is critical to the success of the Programme, the Operator is **advised** to develop a more proactive approach to

identifying and supporting students with difficulties with English and academic writing.

4.6.5 The Panel noted the availability of overseas study opportunity in Edinburgh to improve students' exposure and enrich their learning experiences. However, the Panel enquired if there were other means as not all students can make themselves available for overseas studies and whether work-based / placement learning could be alternatives so that students can be equipped with the necessary knowledge and understand the fast-changing market, especially in the social media development area. The Operator responded that it is not necessary as it is a part-time programme and most of the students are already having relevant work experience. The Panel then considered that since not all students have directly related experience, it is indeed important to help students acquire greater exposure in the related practical work environment. The Panel **recommended** that the Operator should explore the opportunities for students to gain industry exposure during their study.

4.6.6 In consideration of the above information, notwithstanding the advice and recommendation given, the Panel was of the view that the Operator provided appropriate and necessary resources to support the delivery of the Programme.

4.7 **Programme Approval, Review and Quality Assurance**

The Operator must monitor and review the development and performance of the learning programme on an on-going basis to ensure that the programme remains current and valid and that the learning outcomes, learning and teaching activities and learner assessments are effective to meet the programme objectives.

4.7.1 In consideration of the Operator's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, the Programme is considered to have met the institution-wide Programme Approval, Review and Quality Assurance aspects of the accreditation standard.

4.7.2 The Operator provided to the Panel with the following information and documents with regard to the ongoing monitoring and review of the Programme:

- (a) Collaboration Programme Agreement between ENU and SCOPE;
- (b) Template of Teaching and Learning Questionnaire;

- (c) Profile of External Examiners from ENU;
- (d) ENU External Examiner Annual Report 2020/21;
- (e) Access to ENU Quality Framework; and
- (f) Quality Assurance Framework of SCOPE.

- 4.7.3 During the site visit, the Panel met with external stakeholders who were potential employers, external advisors as well as former teaching staff. The Panel considered that this combination may lead to potentially conflicting perspectives as they have dual roles. For the purpose of acquiring independent advice and bias-free market intelligence, the Panel **recommended** that the Operator should establish an advisory board, which would meet at least once a year, and the board composition should include members whose roles would not bring potentially conflicting perspectives when providing advice for programme development.
- 4.7.4 In consideration of the above information, notwithstanding the recommendation above, the Panel considered that the Operator has monitored and reviewed the development and performance of the Programme on an on-going basis.

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 HKQF 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 HKQF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

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

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2 December 2022
JoH/AnC/WmW/smt

**School of Continuing and Professional Education,
City University of Hong Kong and Edinburgh Napier University**

**Learning Programme Accreditation for
BA (Hons) Marketing with Digital Media**

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