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

ACCREDITATION REPORT

THE HANG SENG UNIVERSITY OF HONG KONG

LEARNING PROGRAMME RE-ACCREDITATION

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN ECONOMICS

BACHELOR OF ARTS (HONOURS) IN ART AND DESIGN

JUNE 2025

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1.   TERMS OF REFERENCE

1.1   Based on the Service Agreement (No.: AA1035), 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 (the Operator) to conduct a learning programme re-accreditation with the following Terms of Reference.

(a)   To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Business Administration (Honours) in Economics (BBA-ECON) and Bachelor of Arts (Honours) in Art and Design (BA-AD) programmes of the Operator meet the stated objectives and HKQF standards and can continue to be offered as accredited programmes;

(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 Bachelor of Business Administration (Honours) in Economics programme meets the stated objectives and QF standard at Level 5, and can continue to be offered as an accredited programme with a validity period of six years. The Bachelor of Arts (Honours) in Art and Design programme meets the stated objectives and QF standard at Level 5, and can continue to 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 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	Bachelor of Business Administration (Honours) in Economics 經濟學工商管理（榮譽）學士	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Title of Qualification (Exit Award)	Bachelor of Business Administration (Honours) in Economics 經濟學工商管理（榮譽）學士	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Primary Area of Study and Training	Business and Management	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Economics	Design and Other Creative Industries
Other Area of Study and Training	Not Applicable	
Sub-area (Other Area of Study and Training)	Not Applicable	
Industry	Not Applicable	
Branch	Not Applicable	
QF Level	Level 5	
QF Credits	538	540
Mode of Delivery and Programme Length	Full time, 4 years	
Intermediate Exit Award	Not Applicable	
Start date of Validity Period	1 September 2025	

End date of Validity Period	31 August 2031	31 August 2030
Number of Enrolments	Two enrolments per year	One enrolment per year
Maximum Number of New Students	Year 1 Entry – 60 per year Year 3 Entry – 40 per year	Year 1 Entry – 40 per year Year 2 Entry – 5 per year* Year 3 Entry – 5 per year* *Subject to the total number of students in the cohort to be capped at 40
Specification of Competency Standards-based Programme	☐ Yes ☑ No	
Address of Teaching Venue	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories	

2.4 Recommendations

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

<u>BBA-ECON</u>

2.4.1 The Operator should review PILO2 in order to ensure they are measurable and can be effectively mapped against the modules' assessments. (Para. 4.1.5)

2.4.2 The Operator should ensure that the senior year intake students possess cognate academic qualifications. (Para. 4.2.3)

2.4.3 The Operator should consider to revise the study plan for Year-1 entrants to ensure intermediate economics modules (ECO2001, ECO2002 and ECO2003) to be studied in Year-2. (Para. 4.3.4)

2.4.4 The Operator should ensure the recency of the reading list and references in the module outlines. (Para. 4.4.5)

BA-AD

2.4.5   The Operator should develop a thesis handbook specifically for students studying in the BA-AD programme. (Para. 4.3.15)

2.4.6   The Operator should ensure the consistency with the assessment rubrics and mark-grade conversion across the modules. (Para. 4.4.10)

2.4.7   The Operator should ensure the recency of the reading list and references in the module outlines. (Para. 4.4.11)

2.4.8   The Operator should consider implementing a supporting scheme to provide financial support for students completing their final year project. (Para. 4.6.7)

2.4.9   The Operator should ensure the Department Staff-Student Consultative Committee (DSSCC) meeting fulfils its terms of reference annually. (Para. 4.7.5)

2.4.10   The Operator should ensure that a system is in place to provide External Examiners with complete documentation so that they can complete their job effectively. (Para. 4.7.6)

2.4.11   The Operator should ensure that all documentations fully demonstrate the comprehensive implementation of quality assurance (QA) policies and processes. (Para. 4.7.7)

2.5   HKCAAVQ will subsequently satisfy itself on 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 the fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report. During the validity period, HKCAAVQ may request the Operator to provide evidence, such as admission related information, to demonstrate that the Operator and the Programme continue to comply with the determinations and meet the relevant accreditation standards.

3. INTRODUCTION

3.1 The Hang Seng University of Hong Kong (HSUHK) acquired the university title in October 2018. Its predecessor, Hang Seng Management College (HSMC), was restructured from Hang Seng School of Commerce (HSSC) in 2010 as a self-financing post-secondary college registered under the Post-Secondary Colleges Ordinance (Cap 320). Currently, HSUHK offers 28 bachelor's degree programmes accredited at Qualifications Framework (QF) Level 5, and 14 master's degree programmes accredited at QF Level 6. (as of April 2025)

3.2 For this Learning Programme Re-Accreditation exercise, HKCAAVQ formed an expert Panel (Panel Membership at **Appendix 1**). A site visit was conducted at HSUHK's campus located at Hang Shin Link, Siu Lek Yuen, Shatin on 26-28 March 2025. 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 re-accreditation exercise.

3.3 In consideration of HSUHK's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, HSUHK is not required to provide the following information in the *submission documents* of the BBA-ECON and BA-AD programmes for demonstration of meeting the respective accreditation standards.

Domain of Competence	Information Not Required
LPA-6 Learning, Teaching and Enabling Resources/Services	Information on University-wide student support services is not required
LPA-7 Programme Approval, Review and Quality Assurance	Information on University-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.

BBA-ECON

4.1.1   The BBA-ECON programme is hosted by the Department of Economics and Finance and is under the School of Business within HSUHK. The BBA-ECON programme was accredited and approved for operation in 2020, and the first cohort of the Programme started in AY2020/21.

4.1.2   The Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) of the BBA-ECON programme are set out below:

Programme Objectives
The Programme aims to:

PO1	Develop students' creativity, critical thinking, analytical ability and problem-solving skills;
PO2	Cultivate students' communication, interpersonal, leadership, independent learning and other transferable skills;
PO3	Instill in students a strong sense of social responsibility and high commitment to business ethics;
PO4	Enhance students' global awareness and local sensitivity;
PO5	Equip students with the knowledge of economic concepts and their applications;
PO6	Develop students' economic analytical ability through training in both theoretical and empirical approaches; and
PO7	Furnish students with skills and techniques to become professionals in economics.

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

| PILO1 | Address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired; |
| PILO2 | Possess effective communication ability in a |

	business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;
PILO3	Evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;
PILO4	Possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;
PILO5	Possess a body of specialized knowledge and skill-set in economics;
PILO6	Apply economic analysis in decision making; and
PILO7	Evaluate the impacts of economic issues in a business environment.

4.1.3 The Operator provided the following information to the Panel to illustrate that the BBA-ECON programme meets the relevant HKQF standards.

(a) Mapping of PILOs to the POs;
(b) Mapping of modules to the PILOs;
(c) Mapping of the modules to the Generic Level Descriptors (GLDs) at HKQF Level 4 and Level 5;
(d) Mapping of Module Intended Learning Outcomes (MILOs) to the PILOs and GLDs at respective HKQF Levels of each module; and
(e) Sample teaching materials, marked assessment materials and their associated assessment rubrics.

4.1.4 BBA-ECON programme graduates are expected to be able to pursue careers in various fields and industries, covering government agencies, business corporations, educational institutions and other fields. Graduates may also further their studies related to taught or research postgraduate degree programmes at local or overseas universities. Details of the intended education and employment pathways for BBA-ECON programme graduates are provided in the Graduate Profile of the Programme at **Appendix 2**.

4.1.5 The Panel noted there are four measurable outcomes contained in the PILO2, which are (1) possess effective communication ability in a business environment, (2) work as a team player (3) to integrate effectively the skills and knowledge developed, and (4) be able to manage independent lifelong learning. The Panel regarded these

could be difficult to measure and assess appropriately. The Panel therefore **recommended** the Operator to review PILO2 in order to ensure they are measurable and can be effectively mapped against the modules' assessments.

4.1.6 After considering the above information and notwithstanding the recommendation, the Panel formed the view that the POs and PILOs of the BBA-ECON programme meet the relevant HKQF standards and have been developed to address the education needs of industry.

BA-AD

4.1.7 The BA-AD programme is hosted by the Department of Art and Design and is under the School of Humanities and Social Sciences within HSUHK. The BA-AD programme was accredited and approved for operation in 2020, and the first cohort of the Programme started in AY2020/21.

4.1.8 The Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) of the BA-AD programme are set out below:

Programme Objectives

The Programme aims to:

PO1	Develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment;
PO2	Cultivate students' interpersonal and communication skills in preparation for future careers;
PO3	Instill a strong sense of social responsibility and commitment in students to be upright citizens in multi-cultural contexts;
PO4	Provide students with a solid foundation of conceptual, theoretical and practical knowledge in the field of art and design, supplemented with knowledge from humanities, social science, communication and business;
PO5	Enhance students' global and local awareness through exploring various contemporary and critical issues related to different fields of art and design;
PO6	Develop students' ability to produce art and design work and related products, services and businesses with local, greater China and global perspectives;
PO7	Enhance students' business and technological

	awareness related to art and design.

Programme Intended Learning Outcomes

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

PILO1	Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;
PILO2	Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;
PILO3	Evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;
PILO4	Apply knowledge and theories to solving problems in art and design;
PILO5	Apply theories, concepts and research methodologies in humanities and social sciences to examine various contemporary issues related to different fields of art and design;
PILO6	Produce art and design activities, events and businesses to serve the community;
PILO7	Incorporate art, design and business management and technological considerations into art and design activities, events and businesses.

4.1.9 The Operator provided the following information to the Panel to illustrate that the BA-AD programme meets the relevant HKQF standards.

(a) Mapping of PILOs to the POs;
(b) Mapping of modules to the PILOs;
(c) Mapping of the modules to the Generic Level Descriptors (GLDs) at HKQF Level 4 and Level 5;
(d) Mapping of Module Intended Learning Outcomes (MILOs) to the PILOs and GLDs at respective HKQF Levels of each module; and
(e) Sample teaching materials, marked assessment materials and their associated assessment rubrics.

4.1.10 BA-AD programme graduates are expected to be able to pursue careers in various fields and industries covering art and design project management, exhibition and event-related industries, business and social entrepreneurship, tourism and leisure industries, and retail and service industries. Graduates may also further their

studies in related taught or research postgraduate degree programmes at universities. Details of the intended education and employment pathways for BA-AD programme graduates are provided in the Graduate Profile of the Programme in **Appendix 3**.

4.1.11 From the *Operator's Response to Summary of Panel's Initial Comments* and through the discussions during the site visit, the Panel noted the demand for the BA-AD programme and the market needs of graduates to address contemporary social issues in areas such as digital technology, social well-being and sustainability.

4.1.12 Through discussions with the external stakeholders of the BA-AD programme, the Panel noted that the external stakeholders are supportive advocates and expressed a number of possible developments for further improvement of the programme, especially in the area of entrepreneurship development. In order to better distinguish the BA-AD programme's uniqueness, whilst drawing on the strong business background of HSUHK, the Operator is **advised** to consider incorporating more topics and elements in entrepreneurship, cultural heritage and sustainability in the BA-AD programme.

4.1.13 After considering the above information and notwithstanding the advice, the Panel formed the view that the POs and PILOs of the BA-AD programme meet the relevant HKQF standards and have been developed to address the education needs of industry.

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.

Both Programmes

4.2.1 The Panel noted the minimum entrance requirements of the BBA-ECON and BA-AD programmes are as follows:

 Admission of Year 1 Students on Normal Entry
Hong Kong Diploma of Secondary Education (HKDSE) Examination

Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics, "Attained" in Citizenship and Social Development and one elective subject*.

* The minimum requirements of elective subject are:
Category A (Mathematics Extended Part exclusive): Level 2
Category B (Applied Learning): Attained
Category C (Other Languages): Minimum proficiency level of respective language examinations accepted by HKEAA

General Certificate of Education (GCE) A-Level Examination
Passes in 2 A-Level subjects, excluding Chinese

International Baccalaureate Diploma Programme
24 points (including 3 subjects at Higher Level and 3 at Standard Level, 12 points or above to be obtained from subjects at Higher Level), i.e., completion of IB Diploma.

SAT Qualification
A minimum of 1650 on SAT Reasoning Test (prior to March 2016) or 1190 on Redesigned SAT (From March 2016); and secondary school examination results may be considered apart from the SAT score.

Admission of Year 1 Students: Non-local Entry
HSUHK also considers applicants with equivalent qualifications on a case-by-case basis with reference to the applicants' education backgrounds and academic qualifications. For those who are invited to an interview, their performance at the interview will also be taken into consideration.

Admission Policy on Non-standard Entrants
Applicants who have completed an equivalent level of education at a local or overseas college or university recognised by the University or have obtained an academic qualification which should not have been completed more than six years may apply for admission on advanced standing, which will be considered on a case-by-case basis.

Mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of two years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study, may apply for exemption from the normal admission requirements. Admission will be considered on a case-by-case basis.

Students admitted through non-standard entry to Year 1 are required to complete and pass the corresponding non-credit bearing enhancement modules:

- English enhancement module (for students who attained Level 2 or below in English Language in HKDSE)
- Chinese enhancement module (for students who attained Level 2 or below in Chinese Language in HKDSE)
- Mathematics and Statistics enhancement module (for students who attained Level 1 or below in Core Mathematics in HKDSE)

Non-standard admission is under the purview of the Admissions Committee and deliberation will be conducted on a case-by-case basis.

BBA-ECON

4.2.2 The Panel noted that applicants for Year-3 entry should have completed an Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA normally of 2.5 or equivalent, and pass the assessment as required by the Programme, which may include a written test or interview.

4.2.3 While reviewing the senior year entry student profiles, the Panel noted that some of the students' academic qualifications are from non-cognate disciplines to economics, such as sociology and culture discipline and sport-related discipline. The Panel therefore **recommended** the Operator to ensure the senior year intake students possess cognate academic qualifications.

4.2.4 For the proposal of increasing Year-1 student admission quota from 40 to 60, the Operator provided the Panel with information on the number of applications received and actual intake of Year-1 students during the validity period. After reviewing the information related to the resources including programme-specific facilities and teaching manpower, the Panel regarded the programme-specific facilities could support the proposed increase in admission quota but contained concerns to the teaching manpower in terms of the professorial staff ratio. The Panel **advised** the Operator to ensure that there are sufficient resources to meet the planned increase in admission quota. Advice related to teaching manpower and support to students with weaker academic performance is stipulated in Para. 4.5.3 and Para. 4.6.2 respectively.

4.2.5 From the *Accreditation Document*, the information of the BBA-ECON programme student intake indicated an upward trend of non-local entrants during the validity period. In AY2023/24, around half of the Year-1 student intake consisted of non-local students. In view of this, the Panel stipulated an advice related to support for non-local students in Para. 4.6.3.

BA-AD

4.2.6 The Panel noted that applicants for the BA-AD programme senior-year entry should have completed an associate degree or a Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.5 or equivalent for Year 3 entry and 2.3 or equivalent for Year 2 entry. Besides, an interview is conducted by a faculty member to evaluate the applicants' capability, personal attributes, and language ability.

4.2.7 Since the last accreditation, the approved admission quota for the BA-AD programme should have a cohort size capped at 40. The Panel noted there is a slight over-enrolment for the Year-1 entrants at 43 in the AY2024/25. The Operator confirmed there will be no Year-2 intake in AY2025/26 to maintain the cohort size of the Year-1 entrants from AY2024/25 articulating to Year-2 in AY2025/26 at 43 with no attrition.

Both Programmes

4.2.8 In line with the Government's policy on the yearly quota of non-standard admission for programmes accredited under the Qualifications Framework, for local degree programmes operating in the 2023/24 academic year and onwards, the maximum number of non-standard admission (including mature students) should be capped at a maximum of 15% on a programme basis and 10% on an institutional basis of the actual number of new students of the year. The cap is applied in line with the general expectation on self-financed degree-awarding institutions in safeguarding teaching and learning quality and thereby upholding the credibility and recognition of the qualifications. The percentages are based on the sum of new student numbers across all years of study.

4.2.9 The Panel considered that the admission requirements for the programmes are clearly outlined for prospective learners and are appropriate for recruiting applicants with the necessary skills and knowledge to undertake the Programmes.

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.

BBA-ECON

4.3.1 The BBA-ECON programme is offered in full-time mode and can be completed within four to six years. The Programme is structured into four Study Areas: (1) Economics Specialty, (2) Common Core Curriculum, which includes General Education, Chinese Language, English Language, and Quantitative Methods & IT Skills, (3) Business Education, and (4) Free Electives. Students are required to complete a total of 41 modules (120 credits) for graduation.

4.3.2 The structure of the BBA-ECON programme to be offered in AY2025/26 is summarised in the following table:

Study Area	Number of Modules (Credits)								Sub-Total (Credits)
	Year 1		Year 2		Year 3		Year 4		
	Core	Elective	Core	Elective	Core	Elective	Core	Elective	
Economics Specialty					5 (15)		2 (6)	5 (15)	12 (36)
General Education	1 (3)			2 (6)		3 (9)		1 (3)	7 (21)
Chinese Language	2 (6)		1 (3)						3 (9)
English Language	2 (4)		2 (5)						4 (9)
Quantitative Methods & IT Skills	1 (3)		1 (3)						2 (6)
Business Education	4 (12)		5 (15)		1 (3)				10 (30)
Free Electives						1 (3)		2 (6)	3 (9)
								Total	**41 (120)**

Total Contact Hours: 1,794 hours; Self-Study Hours: 3,588 hours
Total Notional Learning Hours: 1,794 + 3,588 = 5,382 hours; Total QF Credits: 538.2

4.3.3   The Panel also reviewed the following information provided by the Operator.

(a)   Module outlines;
(b)   Overview of teaching and learning methods;
(c)   Overview of assessment methods and modules assessment plan; and
(d)   The set of information mentioned in Para. 4.1.3.

4.3.4   The Panel observed that the intermediate economics modules, namely 'ECO2001 Mathematics for Economics and Finance', 'ECO2002 Microeconomics: Policy and Applications', and 'ECO2003 Macroeconomics: Policy and Applications' are currently studied in Year-3. From the *Operator's Response to Summary of Panel's Initial Comments* and during the discussion with the Operator's representatives in the site-visit, the Panel noted that this study plan's intention is to make sure the Year-3 entrants could study these crucial economics modules. For Year-1 entry students, the Operator informed the Panel that students have the flexibility to tailor their study plans to suit their preferences. Despite students having the flexibility to tailor their study plan, the Panel considered it more appropriate for students to study the intermediate economics modules in Year-2. Therefore, the Panel **recommended** the Operator to revise the study plan for Year-1 entrants to ensure that intermediate economics modules (ECO2001, ECO2002 and ECO2003) are studied in Year-2.

4.3.5   As mentioned in Para. 4.2.3 , the Panel reviewed the Year-3 entrants' profiles during the validity period and noticed that the senior year entry students are from a range of academic backgrounds not necessarily directly related to economics. The Panel **advised** the Operator to consider developing a tailored study plan and bridging modules for Year-3 entrants with different academic backgrounds.

4.3.6   The Panel noted that one of the Economics Specialty Elective modules, 'SBUS4999 Senior Year Project', which is currently offered by the School of Business, would be replaced with 'ECO4009 Research Project in Economics and Finance' offered by the hosting Department. The Panel also noted the Operator's intention to enhance the integration of economic sustainability and Environmental, Social, and Governance (ESG) principles within the BBA-ECON programme, and that the 'FIN3003 Principles of Investment' would be replaced with a new module titled 'ECO4010 Economic Sustainability and ESG Integration'. The Panel regarded

the module replacement as appropriate for programme enhancement.

4.3.7 To further develop the graduates' employability for their future career, the Operator also shared with the Panel the intention to introduce mandatory internship for the BBA-ECON programme. The Panel **advised** the Operator to ensure students have access to internship opportunities as well as a range of other career development activities.

4.3.8 In spite of the above recommendation and advice, the Panel formed the view that the structure and content of the BBA-ECON programme are appropriately designed to facilitate progression and enable learners to achieve the stated learning outcomes and meet the programme objectives.

BA-AD

4.3.9 The BA-AD programme is offered in full-time mode and can be completed within four to six years. The Programme is structured into four Study Areas: (1) Art and Design Specialty, (2) Common Core Curriculum, which includes General Education, Chinese Language, English Language and Quantitative Methods & IT Skills, (3) Business Education, and (4) Free Electives. Students are required to complete a total of 36 modules (120 credits) for graduation.

4.3.10 The structure of the BA-AD programme to be offered in AY2025/26 is summarised in the following table:

| Study Area | Number of Modules (Credits) | | | | | | | | Sub-Total (Credits) |
| | Year 1 | | Year 2 | | Year 3 | | Year 4 | | |
	Core	Elective	Core	Elective	Core	Elective	Core	Elective	
Art and Design Specialty	4 (15)	1 (3)	4 (15)		3 (12)	1 (3)	3 (15)		16 (63)
General Education	1 (3)			2 (6)		2 (6)		2 (6)	7 (21)
Chinese Language	2 (6)		1 (3)						3 (9)
English Language	2 (4)		1 (2)		1 (3)				4 (9)
Quantitative Methods & IT Skills			2 (6)						2 (6)

Business Education			1 (3)		1 (3)				2 (6)
Free Electives		1 (3)						1 (3)	2 (6)
								Total	**36 (120)**

Total Contact Hours: 1,899 hours; Self-Study Hours: 3,498 hours
Total Notional Learning Hours: 1,899 + 3,498 = 5,397 hours; Total QF Credits: 539.7

4.3.11 The Panel also reviewed the following information provided by the Operator.

    (a)   Module outlines;
    (b)   Overview of teaching and learning methods;
    (c)   Overview of assessment methods and modules assessment plan; and
    (d)   The set of information mentioned in Para. 4.1.9.

4.3.12 To facilitate flexibility of students' study plan options and their transfer of credits from overseas exchange programmes, as well as the Programme's intention to offer summer studios both locally and overseas, the Operator proposed to split the original 9-credit year-long art and design studio modules for Year 1-3. The studio modules would become a 6-credit module for Semester 1 and a 3-credit module for Semester 2 in Year 1 and 2; and a 3-credit module for Semester 1 and a 6-credit module for Semester 2 in Year 3. The contents and delivery of the replacement modules would be the same as the respective semester of the original year-long module in terms of the project assignments, according to the module outlines and scheme of work that were approved since the last accreditation. The Panel noted the Operator has consulted relevant stakeholders regarding the proposed changes. However, during the site visit meeting with student representatives, the Panel observed that some students may not fully understand how they could benefit from the new programme structure. The Panel **advised** the Operator to ensure that students are fully informed of the summer studio arrangement, including details about credit transfer, impact on study plan and vertical curriculum.

4.3.13 The Panel noted there are four new Major Elective Modules to be introduced in AY2025/26 and afterwards, namely 'AD1103 Digital Fundaments: From 2D Drawing to 3D Modelling', 'AD1104 Aesthetics of Hong Kong Culture Through Cinema', 'AD2103 Advanced Drawing Workshop' and 'AD2104 Everyday Art and

Design: the Hong Kong Praxis'. Totalling to 12 Major Elective Modules for students to opt for during their study. From the *Operator's Response to Summary of Panel's Initial Comments* and through the discussions during the site visit, the Panel noted that to better reflect that the 'AD2103 Advanced Drawing Workshop' is a sequential module for 'AD1101 Analytical Drawing and Presentation' module, the Operator would retitle the stated AD2103 module to 'Advanced Analytical Drawing and Presentation'.

4.3.14 After reviewing the programme curriculum, to further equip the graduates with the skills and knowledge required by a future creative career, the Panel formed a view that the BA-AD programme could develop an entrepreneurship module or utilise the internship module/capstone project for students to develop entrepreneurial mindset and skill as per the advice stipulated in Para. 4.1.12.

4.3.15 Through the discussion with different stakeholders of the Programme, the Panel realised that there is no thesis handbook to guide the teaching staff and students of the BA-AD programme for the thesis module. Although there is a thesis handbook from another programme in the same department that students could refer to, it is crucial for the Programme to devise a programme-specific thesis handbook. The Panel therefore **recommended** the Operator to develop a thesis handbook specifically for students studying in the BA-AD programme.

4.3.16 In spite of the above recommendation and advice, the Panel formed the view that the structure and content of the BA-AD programme are appropriately designed to facilitate progression and enable learners to achieve the stated learning outcomes and meet the programme objectives.

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.

Both Programmes

4.4.1 The medium of instruction for both programmes is English. The maximum class size is 40 students for most modules, including

practice-based modules, except 25 students for language modules and 35 for computer lab-based modules.

BBA-ECON

4.4.2   The BBA-ECON programme employs a variety of learning and teaching methods, such as lecture, seminar, tutorial, group project, independent study, student presentation, case study, field study, role play, e-learning and computer software application. The Operator would offer a number of seminars and talks every year to enhance students' understanding of the latest developments in various industries.

4.4.3   The graduation requirements of the BBA-ECON programme are as follows:

(a)   completed and been assessed on at least 120 credits (41 modules);
(b)   obtained a cGPA of 2.0 or better across all modules in which they were assessed;
(c)   obtained a Grade D or better on at least 120 credits;
(d)   passed at least 12 Economics major modules, including all core modules;
(e)   achieved a score of 6.0 or above in the IELTS examination before their final year of study. If a student fails to satisfy the above requirement, he/she is required to take and pass an English enhancement module offered by the Department of English;
(f)   attained the level of Third Class, Grade B (三級乙等) or above in the Putonghua Proficiency Test (普通話水平測試) before their final year of study. If a student fails to do so, he/she is required to take and pass a Putonghua enhancement module offered by the Department of Chinese; and
(g)   fulfilled all other University graduation requirements.

4.4.4   With regard to the assessment of the BBA-ECON programme, in addition to the information mentioned in Para 4.1.3 and Para 4.3.3, the Operator also provided to the Panel the following.

(a)   Assessment Policy of the BBA-ECON programme;
(b)   External Examiners' Reports (Module) during the validity period; and
(c)   External Examiners' Reports (Programme) during the validity period.

4.4.5 Upon reviewing the module outlines, the Panel was of the view that the reading list and references are relatively dated. The Panel therefore **recommended** the Operator to ensure the recency of reading list and references in the module outlines.

4.4.6 In consideration of the above information and notwithstanding the recommendation, the Panel formed the view that the learning, teaching and assessment activities designed for the BBA-ECON programme effectively deliver the programme content.

BA-AD

4.4.7 The BA-AD programme employs a variety of learning and teaching methods, such as lecture, tutorial, project, independent study, student presentation, case study, field sketching study, art and design journal and internship. The Programme also organises field visits and guest lectures to engage industry stakeholders, as well as collaborates with external organisations for conducting research and teaching activities.

4.4.8 The graduation requirements of the BA-AD programme are as follows:

(a) completed and obtained a Grade D or above on 120 credits according to the BA-AD curriculum structure within the specific normative/maximum period of study;
(b) obtained an overall GPA of 2.0 or above across all modules in which they were assessed;
(c) fulfilled the language competency exit requirement, i.e., 6.0 or above in IELTS (Academic) Test and Grade 3B (三級乙等) or above in Putonghua Proficiency Test (普通話水平測試). Students failing to pass these tests are required to take and pass the relevant English or Putonghua modules in lieu of the tests; and
(d) fulfilled all other University graduation requirements.

4.4.9 With regard to the assessment of the BA-AD programme, in addition to the information mentioned in Para 4.1.9 and Para 4.3.11, the Operator also provided to the Panel the following.

(a) Assessment Policy of the BA-AD programme;
(b) External Examiners' Reports (Module) during the validity period; and
(c) External Examiners' Reports (Programme) during the validity period.

4.4.10 While reviewing the samples of assessments, assessment rubrics, and relevant documentary evidence from different modules, the Panel noted there are inconsistencies in mark-grade conversion and different passing grades (40% vs 60%) for different modules. It is also observed that some of the assessment rubrics adopt five-level grading criteria and some use four-level grading criteria. The Panel **recommended** the Operator to ensure consistency in the use of assessment rubrics and mark-grade conversion.

4.4.11 Upon reviewing the module outlines, the Panel was concerned about the reading list and references are relatively dated. The Panel therefore **recommended** the Operator to ensure the recency of reading list and references in the module outlines.

4.4.12 Regarding the use of generative artificial intelligence (AI) in academic settings, the Operator has provided the University's Policy related to academic integrity. From the *Operator's Response to Summary of Panel's Initial Comments* and the discussion with the Operator's representatives during the site-visit, the Panel noted that the BA-AD programme in general welcomes students and staff to utilise AI in the creative process. Given the wide use of AI, the Panel **advised** the Operator to ensure that academic integrity policy and processes are robust and consistently implemented.

4.4.13 In consideration of the above information and notwithstanding the recommendations and advice, the Panel formed the view that the learning, teaching and assessment activities designed for the BA-AD programme effectively deliver the programme content.

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.

BBA-ECON

4.5.1 The BBA-ECON programme is hosted by the Department of Economics and Finance under the School of Business. The

Programme Director is an associate professor from the host department and also an academic staff of the Programme. The Panel noted the Programme is currently staffed with 23 full-time faculty members, including one professor, nine associate professors, two assistant professors, eight senior lecturers, and three lecturers. Moreover, the Programme is also supported by three administrative staff.

4.5.2 The Panel observed that there is only one full professor, and the ratio between professorial track staff and teaching track staff is close to 1:1. From the *Operator's Response to Summary of Panel's Initial Comments* and through the discussion with programme management during the site-visit, the Operator informed the Panel that the Department will recruit five additional professorial track faculty members and promote associate professors to the full professor rank in due time. With the planned transition to increase the proportion of tenure track positions in the Department, the Panel **advised** the Operator to ensure the new appointments assist with the enhancement of academic leadership in the economics discipline.

4.5.3 Regarding the staff-student ratio (SSR) of the BBA-ECON programme, the Panel noted the gradual decrease in SSR during the validity period, with 1:23 in AY2023/24. With the increased admission number in AY2024/25, the SSR of Semester 1 is 1:26. Noting the Department's teaching staff expansion plan as mentioned in Para.4.5.2, and with the proposed Year-1 admission quota to be increased to 60 as mentioned in Para. 4.2.4, the Panel **advised** the Operator to ensure that the new appointment of professorial track positions will be allocated to support the increased admission quota of the BBA-ECON programme.

4.5.4 Regarding staff development, the Operator provided the Panel information on staff development activities orgainsed by the Department during the validity period, including academic activities, co-curricular activities and research seminars. Summary of the publications and funded research grant records of the Department were also provided to the Panel from the *Accreditation Document*.

4.5.5 In consideration of the above information, the Panel was of the view that the Operator has adequate staff with appropriate qualifications, experience and expertise necessary for the effective management and delivery of the BBA-ECON programme.

<u>BA-AD</u>

4.5.6   The BA-AD programme is hosted by the Department of Art and Design and is under the School of Humanities and Social Sciences. The Programme Director is a professor from the host department and also one of the academic staff of the programme. The Panel noted the Programme is currently staffed with five full-time faculty members, including one professor, two assistant professors and two lecturers, Moreover, the Programme is also supported by four administrative staff. According to the *Operator's Response to Summary of Panel's Initial Comments*, additional part-time teaching staff who are experienced and senior members from the industry are also engaged in co-teaching studio modules.

4.5.7   Regarding the SSR of the BA-AD programme, the Operator provided the relevant data during the validity period and also the projected SSR in the upcoming five academic years. The Panel noted the highest ratio during the validity period was 1:21 in AY2022/23, and the projected SSR is expected to be 20.86 from AY2027/28 onwards.

4.5.8   As mentioned in Para. 4.3.13, there would be four new major electives to be introduced. Also, the delivery of the 'Creative Programming' module would be transferred to the hosting department. The Panel noted that a new potential full-time teaching staff would be appointed to teach this module, while a new potential part-time teaching staff would be appointed to deliver the 'AD2104 Everyday Art and Design: the Hong Kong Praxis' module.

4.5.9   To develop students' entrepreneurship knowledge and skill as mentioned in Para. 4.1.12 and Para. 4.3.14, and further enhance the connection with the creative industry, the Panel **advised** the Operator to consider exploring an artist/designer/entrepreneur-in-residence programme.

4.5.10   Regarding staff development, the Panel noted the University has set up the Staff Development Committee to plan research-related, teaching-related and quality assurance-related activities for the continuous development of the staff. Lists of academic and research activities, staff development activities organised by the BA-AD programme and a summary of the publications and funded research grant records were provided to the Panel from the *Accreditation Document* and *Operator's Response to Summary of Panel's Initial Comments*.

4.5.11   In consideration of the above information, the Panel was of the view that the Operator has adequate staff with appropriate qualifications,

experience and expertise necessary for the effective management and delivery of the BA-AD 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.

BBA-ECON

4.6.1 From the *Accreditation Document*, the Panel noted that the computer stations of the BBA-ECON programme are equipped with software such as MATLAB, Python, and GEMPACK. During the site visit, the Panel reviewed the lists of library holdings relevant to the Programme, and the Operator also provided evidence of learning and teaching activities in the Financial Trading Laboratory, such as the Bloomberg workshop.

4.6.2 Upon reviewing the *Tabled Documents*, the Panel noted that the student performance in the quantitative biased economics modules was relatively weak. Through the discussion with student and graduate representatives during the site-visit, the representatives also reflected that the modules related to mathematics are comparatively more difficult. To support students with weaker performance, the Operator informed the Panel that student support mechanisms such as Personal Tutor and Academic Advisor are assigned to each student in the Programme. In view of this, the Panel **advised** the Operator to continue to provide academic support to students, particularly for those who may have weaker skills in mathematics.

4.6.3 As mentioned in Para. 4.2.5, the Panel noted that the proportion of non-local students has increased largely in the cohorts during the validity period. The Panel therefore **advised** the Operator to ensure adequate academic and student affairs support is provided to non-local students to address their specific needs.

4.6.4 In consideration of the above information, the Panel was of the view that the Operator provides appropriate and necessary resources to support the delivery of the BBA-ECON programme.

BA-AD

4.6.5 The Operator provided the Panel with information on learning and teaching resources for the programme-specific facilities, and also equipment in Media Labs such as cameras, VR devices, 3D printers, and motion capture sensors. During the site visit, a tour of the facilities at the campus, including the Critique Room, Art and Design Studio, 3D and Material Lab, AV Lab and Art Tech Computer Lab, was arranged by the Operator for the Panel. The Panel regarded the well-resourced programme-specific facilities as contemporary and appropriate for the delivery of the BA-AD programme.

4.6.6 The Operator also provided the Panel with information on student support activities organised during the validity period, including the student enrichment workshops and seminars, fieldtrips and study tours. For the Personal Tutor System, the Panel noted that each student in the BA-AD programme is assigned to a personal tutor who is a teaching staff member in the programme. Each teaching staff is responsible for mentoring a cohort of ten students each academic year. Students can consult for both academic and non-academic issues with the personal tutor. From the meeting with students and graduates during the site-visit, the Panel also received positive feedback on the Personal Tutor System. The Panel found this student-centred approach to be good practice for student support.

4.6.7 Through the discussion with the students and graduates during the site-visit, some of the representatives reflected that the financial budget for working on the final year project is often insufficient, and they usually need to use their personal funds to support their final year project. Given that the Programme has demonstrated strong financial performance, the Panel **recommended** the Operator to consider implementing a supporting scheme to provide financial support for students completing their final year project.

4.6.8 In consideration of the above information, the Panel was of the view that the Operator provides appropriate and necessary resources to support the delivery of the BA-AD 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.

BBA-ECON

4.7.1 Regarding the monitoring and review of the BBA-ECON programme, the Operator provided the following information:

(a) Academic Regulations for Undergraduate Programmes;
(b) HSUHK Quality Assurance Manual for Undergraduate Programmes (QF Level 5);
(c) Extracts of the Minutes of the following Committees/Meetings of the Programme:
   ▪ Academic Board
   ▪ Academic Planning and Development Committee
   ▪ School Board
   ▪ Department Board
   ▪ Programme Committee
   ▪ Department Examinations and Assessment Committee
   ▪ Programme Advisory Committee
   ▪ Departmental Staff-Student Consultative Committee Meeting
(d) Reports/findings of the following:
   ▪ Annual Programme Report
   ▪ Graduate Exit Survey
   ▪ Student Learning Experience Surveys
   ▪ Teachers' Assessment on Students' Learning Survey
   ▪ BA-AD External Examiners' (Module) Reports
   ▪ BA-AD External Examiner (Programme) Reports
   ▪ Independent Re-accreditation Panel Meeting

4.7.2 Having reviewed the above documents, the Panel regarded the Operator as having a QA system in place for the Programme. From the meeting with representatives of the Operator, the Panel noted that the module outline review procedure includes mechanisms to cover contemporary issues in the curriculum and update the reading list through the QA mechanism. Despite this, the Panel formed the view that the reading list and references are relatively dated in the module outlines and stipulated a recommendation in Para. 4.4.5.

4.7.3 In conclusion, the Panel considered that the delivery of the BBA-ECON programme has been monitored and reviewed on an ongoing basis to ensure that the learning outcomes, learning and teaching activities, and learner assessments are effective to meet the programme objectives.

BA-AD

4.7.4   Regarding the monitoring and review of the BA-AD programme, the Operator provided the following information:

(a)   Academic Regulations for Undergraduate Programmes;
(b)   HSUHK Quality Assurance Manual for Undergraduate Programmes (QF Level 5);
(c)   List of BA-AD-related committee membership;
(d)   Extracts of the Minutes of the following Committees/Meetings of the Programme:
- Academic Board
- Academic Planning and Development Committee
- School Board
- Department Board
- Programme Committee
(e)   Reports/findings of the following:
- Annual Programme Report
- Graduate Exit Survey
- Student Learning Experience Surveys
- Teachers' Assessment on Students' Learning Survey
- BA-AD External Examiners' (Module) Reports
- BA-AD External Examiner (Programme) Reports
- Independent Re-accreditation Panel Meeting

4.7.5   In relation to incorporating students' feedback in programme development, the Panel noted that the students' comments on the programme delivery are documented via the Personal Tutor System and reported to the programme management for the collective annual report. According to the *Response to Summary of Panel's Initial Comments*, the Operator informed the Panel that if the Tutor-Tutee reports are comprehensive and detailed enough for the departmental annual report, the Department Staff-Student Consultative Committee (DSSCC) meeting might not be convened. Despite the students' feedback is recorded in the QA system, the terms of reference of DSSCC are not fulfilled to be held annually. The Panel therefore **recommended** the Operator to ensure that DSSCC meeting is held annually and fulfils its terms of reference.

4.7.6   While reviewing the External Examiners' reports, the Panel noted there were occasions in which the External Examiners had received insufficient or incomplete information to fully carry out their responsibilities. From the *Operator's Response to Summary of Panel's Initial Comments* and through the discussion with programme management during the site-visit, the Operator informed

the Panel that this was due to individual teachers at module level. There was also a time gap during which the administrative staff position in charge of this QA procedure was vacant in some instances so that the information provided to the External Examiners was incomplete due to the change of manpower. The Panel **recommended** the Operator to ensure that a system is in place to provide External Examiners with complete documentation so that they can complete their job effectively.

4.7.7   The Panel formed the view that the QA documents presented could not fully demonstrate the QA processes and showed occasional gaps in following up programme enhancement recommendations resulting from QA activity. For instance, there is a lack of documentary evidence to illustrate the analysis and follow-up of the External Examiners' reports for programme improvement. Therefore, the Panel **recommended** the Operator to ensure that all documentations fully demonstrate the comprehensive implementation of QA policies and processes.

4.7.8   In conclusion, notwithstanding the recommendations above, the Panel considered that the development and performance of the BA-AD programme have been monitored and reviewed on an ongoing 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.

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 (https://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 https://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 https://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.

Ref: 56/25/02
6 June 2025
JoH/CQ/RnL/mcc/jof

The Hang Seng University of Hong Kong

Learning Programme Re-accreditation for
(i) Bachelor of Business Administration (Honours) in Economics
(ii) Bachelor of Arts (Honours) in Art and Design

26 – 28 March 2025

Panel Membership

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Professor Christopher John AULD
Former Chair
Academic Board
Sydney Institute of Business and
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* The Panel Secretary is also a member of the Accreditation Panel.

Graduate Profile of Bachelor of Business Administration (Honours) in Economics

Qualification Title	Bachelor of Business Administration (Honours) in Economics 經濟學工商管理（榮譽）學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Economics
Other Area of Study and Training	Not Applicable
Sub-area (Other Area of Study and Training)	Not Applicable
Programme Objectives (POs)	The Programme Objectives aim to: 1) develop students' creativity, critical thinking, analytical ability and problem-solving skills; 2) cultivate students' communication, interpersonal, leadership, independent learning and other transferable skills; 3) instill in students a strong sense of social responsibility and high commitment to business ethics; 4) enhance students' global awareness and local sensitivity; 5) equip students with the knowledge of economic concepts and their applications; 6) develop students' economic analytical ability through training in both theoretical and empirical

	approaches; and
	7) furnish students with skills and techniques to become professionals in economics.
Programme Intended Learning Outcomes (PILOs)	Upon completion of the Programme, students should be able to: 1) address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired; 2) possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning; 3) evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners; 4) possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies; 5) possess a body of specialized knowledge and skill-set in economics; 6) apply economic analysis in decision making; and 7) evaluate the impacts of economic issues in a business environment.
Education Pathways	Graduates of the programme may pursue further study in fields related to Economics in Hong Kong or abroad, such as Master of Economics, Master of Science in Economics, Master of Science in Applied Economics, and Master of Philosophy in Economics, etc. They can also pursue study in other business related areas, such as Master of Business Administration.
Employment Pathways	Graduates of the Programme are prepared to undertake employment in positions related to Business / Government and Investment.

Minimum admission requirements	Year 1 Standard Entry Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), "Attained" in Citizenship and Social Development and Level 2 in one elective subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination. Year 3 Standard Entry Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent. Non-Local Entry Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK. Non-Standard Entry Applicants whose academic attainment did not reach the minimum requirement <u>or</u> mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis.
Operator	The Hang Seng University of Hong Kong 香港恒生大學

Graduate Profile of Bachelor of Arts (Honours) in Art and Design

Qualification Title	Bachelor of Arts (Honours) in Art and Design 藝術設計（榮譽）文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	Not Applicable
Sub-area (Other Area of Study and Training)	Not Applicable
Programme Objectives (POs)	The Programme Objectives aim to: 1) develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment; 2) cultivate students' interpersonal and communication skills in preparation for future careers; 3) instill a strong sense of social responsibility and commitment in students to be upright citizens in multi-cultural contexts; 4) provide students with a solid foundation of conceptual, theoretical and practical knowledge in the field of art and design, supplemented with knowledge from humanities, social science, communication and business; 5) enhance students' global and local awareness through exploring various contemporary and critical issues related to different fields of art and

	design;
	6) develop students' ability to produce art and design work and related products, services and businesses with local, greater China and global perspectives; and
	7) enhance students' business and technological awareness related to art and design.
Programme Intended Learning Outcomes (PILOs)	Upon completion of the Programme, students should be able to:
	1) address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired;
	2) communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;
	3) evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;
	4) apply knowledge and theories to solving problems in art and design;
	5) apply theories, concepts and research methodologies in humanities and social sciences to examine various contemporary issues related to different fields of art and design;
	6) produce art and design activities, events and businesses to serve the community; and
	7) incorporate art, design and business management and technological considerations into art and design activities, events and businesses.
Education Pathways	Graduates of the programme may pursue further study in the fields related to Art and Design in Hong Kong or abroad, such as Master of Arts in Visual Arts, Master of Arts in Fine Arts, and Master of Design (MDes) etc. They can also pursue studies in other Art and Design-related areas, such as Master of Arts in Museum Studies or Master of Social Sciences.

Employment Pathways	Graduates of the Programme are prepared to undertake employment in positions related to Art and Design Project Management, Exhibition and Event-related Industries, Business and Social Entrepreneurship, Tourism and Leisure Industry, and Retail and Service Industries
Minimum admission requirements	Year 1 Standard Entry Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), "Attained" in Citizenship and Social Development and Level 2 in one elective subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination. Year 2 Standard Entry Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.30 or equivalent. Year 3 Standard Entry Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent. Non-Local Entry Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK. Non-Standard Entry Applicants whose academic attainment did not reach the minimum requirement or mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis.
Operator	The Hang Seng University of Hong Kong 香港恒生大學