



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

SUMMARY ACCREDITATION REPORT

**TECHNOLOGICAL AND HIGHER EDUCATION
INSTITUTE OF HONG KONG,
VOCATIONAL TRAINING COUNCIL**

LEARNING PROGRAMME ACCREDITATION

**BACHELOR OF ARTS (HONOURS) IN
PUBLIC RELATIONS AND MANAGEMENT**

MARCH 2015

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 The Technological and Higher Education Institute of Hong Kong (THEi) is a member institution of the Vocational Training Council (VTC). It offers vocationally-oriented self-financed degree programmes. THEi was granted the Institutional Review status by the HKCAAVQ in September 2012.
- 1.2 The HKCAAVQ was commissioned by THEi to conduct learning programme accreditation of the proposed Bachelor of Arts (Honours) in Public Relations and Reputation Management programme (the Programme) hosted by the Faculty of Management and Hospitality (the Faculty).
- 1.3 An on-site visit took place on 15 and 16 January 2015.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, the HKCAAVQ makes the following accreditation determination:

2.1 Programme Validation

Approval

Name of Operator	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等科技教育學院
Name of Award Granting Body	Vocational Training Council 職業訓練局
*Title of Learning Programme	Bachelor of Arts (Honours) in Public Relations and Management 公共關係及管理（榮譽）文學士

*Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in Public Relations and Management 公共關係及管理（榮譽）文學士
Primary Area of Study / Training	Mass Media and Communications, Journalism and Public Relations
Other Area of Study / Training	Not applicable
QF Level	Level 5
QF Credits	528 QF credits
Mode of Delivery and Programme Length	Full-time, 4 years Part-time, up to 8 years
Intermediate Exit Award	<p>*Title of Qualification: Higher Diploma in Public Relations and Management 公共關係及管理高級文憑</p> <p>QF Level: Level 4</p> <p>QF Credits: 301 QF credits</p> <p>Attainment: Completion of 5 semesters in full-time mode or up to 4 years in part-time mode of the Bachelor of Arts (Honours) in Public Relations and Management programme</p>
Start date of Validity Period	1 September 2015
End date of Validity Period	31 August 2020
Number of Enrolments	One enrolment per year
Maximum Number of New Students	Year 1 Entry – 33 per year (from the 2015/16 to 2019/20 academic years) Year 3 Entry – 33 per year (from the 2015/16 to 2019/20 academic years)

Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	20A Tsing Yi Road, Tsing Yi Island, New Territories

* New programme and qualification titles proposed by VTC after signing the Service Agreement and accepted by the panel.

2.1.1 Recommendations

- (a) THEi should fine-tune the POs and PILOs to make explicit the Programme's intention of equipping students with a strategic and global perspective on Public Relations (PR).
- (b) THEi should review its MILOs so that the stated outcomes better reflect the knowledge and skills expected of students.
- (c) THEi should reduce the overlap between *Marketing Management* and *Marketing Research Methods* by re-orienting the module on research methods from Marketing to PR and communications.
- (d) THEi should add *Writing for Public Relations* as another crucial module in the PR strand when considering the bridging requirement of the Year 3 intakes.
- (e) THEi should review and re-classify the assessment items of class participation such that the more conventional assessments are distinct from class participation.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- To equip students with a solid foundation of knowledge in public relations and reputation management related practices, that will prepare them as junior executives after graduation and to ultimately assume managerial roles in the wider mass communication industry;

- To develop students' abilities in public relations and management of marketing and communication resources so as to meet the emerging needs and development of different businesses and organisations;
- To build up students' abilities in professional practice on work ethics, teamwork, communication, management, entrepreneurship, creativity and other skills for solving complex public relations and reputation management-related problems;
- To develop students with tactical perspectives on contemporary issues in the areas of public relations, reputation management, marketing and communications for the growth and betterment of the mass communication industry; and
- To strengthen students' abilities to keep abreast of developments in their professions, and to pursue independent and lifelong learning.

3.2 Programme Intended Learning Outcomes

Bachelor of Arts (Honours) in Public Relations and Management

- Apply knowledge and skills of public relations and reputation management in the managerial and operational contexts of the communication profession;
- Analyse and evaluate issues and challenges related to public relations and reputation management in order to make recommendations for business/organisation improvement;
- Develop investigative methods and solutions to public relations and reputation management-related problems;
- Perform public relations and reputation management functions effectively to facilitate communication activities with consideration of professional ethics and responsibilities in the communication industry;
- Communicate effectively with different audiences and target groups in order to deliver specified communications objectives; and
- Reflect on personal career goals and social trends for one's career development and lifelong learning.

Higher Diploma in Public Relations and Management

- Apply knowledge and skills to support public relations and reputation management as well as communication activities in business or other organisations;
- Utilise different types of information to solve public relations-related problems and issues;
- Perform public relations and reputation management functions effectively to facilitate communication activities with consideration of professional ethics and responsibilities in the workplace;
- Communicate effectively in English and Chinese in practical working contexts; and
- Reflect on individual career goals for further study and personal development.

3.3 Programme Structure

Bachelor of Arts (Honours) in Public Relations and Management

Module Type		Years 1 & 2 Credit Points		Years 3 & 4 Credit Points		No. of Modules	Credit Points*		QF Credits
		QF-L4	QF-L5	QF-L4	QF-L5		No.	%	
GE Modules	GE Core (English)	3	3	-	3	3	9	27.3%	36
	GE Core (Chinese)	3	-	-	3	2	6		24
	GE Core (from 3 domains)	6	-	3	-	3	9		36
	GE Elective	-	3	-	9	4	12		48
IPS Modules	Programme Core	21	27	-	36	28	84	72.7%	336
	Programme Elective	-	-	0-6	6-12	4	12		48
	<i>Work- integrated Learning</i>	-	-	0	-	1	0		0
Total		66 (50%)		66 (50%)		45	132 (100%)		528

* All credit-bearing modules carry 3 credit points each.

Higher Diploma in Public Relations and Management

Module Type		Years 1 & 2 Credit Points		Year 3 Credit Points		No. of Modules	Credit Points		QF Credits
		QF-L4	QF-L5	QF-L4	QF-L5		No.	%	
GE Modules	GE Core (English)	3	3	-	-	2	6	24%	24
	GE Core (Chinese)	3	-	-	-	1	3		12
	GE Core (Humanities & Sciences domains)	6	-	-	-	2	6		24
	GE Elective	-	3	-	-	1	3		12
IPS Modules	Programme Core	21	27	6	-	17*	54	76%	217
	Programme Elective	-	-	0-3	0-3	1	3		12
	<i>e-learning package</i>	-	-	0	-	1	0		0
	<i>Work-integrated Learning</i>	0	-	-	-	1	0		0
Total		66 (88%)		9 (12%)		26	75 (100%)		301

* All credit-bearing modules carry 3 credit points each, except for the *HD Exit Project* which carries 6 credit points.

3.4 Graduation Requirements

Bachelor of Arts (Honours) in Public Relations and Management

- To obtain the bachelor degree qualification, students are required to complete 45 modules carrying a total of 132 credit points (CPs), including the non-credit-bearing *Work-integrated Learning (WIL)* in Year 3 Semester 3.

Higher Diploma in Public Relations and Management

- The intermediate exit higher diploma qualification requires a total of 75 CPs, representing 301 QF credits. Students having attained 66 CPs in Years 1 and 2 will take *HD Exit Project*, one Programme Elective module and the non-credit-bearing *e-learning package: English for Workplace Communication* in Year 3 Semester 1, plus *WIL* in Year 2 Semester 3.

3.5 Admission Requirements

- The Programme follows THEi's General Entrance Requirements (GER) as follows:

Standard Entry Route		#Non-Standard Entry Route
Local Qualification	Non-local Qualification	
<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> • Chinese Language • English Language <p>Level 2 in</p> <ul style="list-style-type: none"> • Mathematics • Liberal Studies • 1 Elective Subject or an Applied Learning Subject <p><u>HKALE</u> Grade E in</p> <ul style="list-style-type: none"> • AS Chinese Language & Culture / AL Chinese Literature / Grade D in an HKCEE language other than Chinese and English, and • AS Use of English, and • 1 AL or 2 AS subjects, and • 5 HKCEE subjects, including Chinese Language and English Language 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> • A score above the cut-off line for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and • English and Chinese score above 100 out of a maximum of 150 <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications including Level 3 in English 	<ul style="list-style-type: none"> • To be determined by the Faculty Dean on a case-by-case basis • Students admitted through non-standard entry will not exceed 10% of the total planned places
<p>Year 3 Entry</p> <ul style="list-style-type: none"> • Hold a higher diploma or sub-degree in public relations or business administration related discipline; and • Pass an admission interview 		

Applicants who do not meet the standard general and programme-specific entrance requirement are considered under Non-Standard Entry Route.

4. Substantial Change

- 4.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval from the HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by the HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). The Operator

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

- 5.2 Only learners who are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

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