SUMMARY ACCREDITATION REPORT

CENTENNIAL COLLEGE

LEARNING PROGRAMME ACCREDITATION

BACHELOR OF SOCIAL SCIENCES (HONOURS) PROGRAMME

AND

LEARNING PROGRAMME RE-ACCREDITATION

BACHELOR OF ARTS (HONOURS) PROGRAMME

BACHELOR OF PROFESSIONAL ACCOUNTING (HONOURS) PROGRAMME

FEBRUARY 2017

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 Centennial College was established by The University of Hong Kong (HKU) as an independent college to offer self-financed degree programmes. The College went through HKCAAVQ's Institutional Review in March 2011 and was registered as a post-secondary college under the Post Secondary Colleges Ordinance (Cap 320) in 2012. The accreditation status of its bachelor degree programmes is subject to the approval of the Chief-Executive-in-Council.

1.2 The College commissioned HKCAAVQ to re-accredit its Bachelor of Arts (Honours) Programme (BA) and the Bachelor of Professional Accounting (Honours) Programme (BPAcc), and to conduct accreditation for a new learning programme Bachelor of Social Sciences (Honours) (BSocSc).

1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place from 29 November to 2 December 2016.

2. HKCAAVQ's Accreditation Determination

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

2.1 **Learning Programme Accreditation / Learning Programme Re-accreditation**

☑ Approval

Name of Operator	Centennial College 明德學院		
Name of Award Granting Body	Centennial College 明德學院		
Title of Learning Programme	Bachelor of Social Sciences (Honours) Programme 社會科學(榮譽)學士課程	Bachelor of Arts (Honours) Programme 文學士(榮譽) 課程	Bachelor of Professional Accounting (Honours) Programme 專業會計(榮譽)學士課程
Title of Qualification (Exit Award)	Bachelor of Social Sciences (Honours) 社會科學(榮譽)學士	Bachelor of Arts (Honours) 文學士(榮譽)	Bachelor of Professional Accounting (Honours) 專業會計(榮譽)學士
Primary Area of Study and Training	Social Sciences	Humanities	Business and Management
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences	Humanities	Accounting, Finance and Investment
Other Area of Study and Training	Humanities	Languages and Related Studies	Not applicable
Sub-area (Other Area of Study and Training)	Humanities	Languages and Related Studies	Not applicable
QF Level (Exit Award)	Level 5		
QF Credits	Not applicable		
Mode of Delivery and Programme Length	Full-time, 4 years		

Start date of Validity Period	1 September 2017		
End date of Validity Period	31 August 2022		
Number of Enrolments	One enrolment per year		
Maximum Number of New Students	For the 2017/18 and 2018/19 academic years Year 1 – 60 per year Year 3 – 40 per year For the 2019/20 to 2021/22 academic years Year 1 – 70 per year Year 3 – 50 per year	For the 2017/18 and 2018/19 academic years Year 1 – 60 per year Year 3 – 40 per year For the 2019/20 to 2021/22 academic years Year 1 – 90 per year Year 3 – 60 per year	For the 2017/18 to 2021/22 academic years Year 1 – 25 per year Year 3 – 25 per year
Specification of Competency Standards Based Programme	☐ Yes	☑ No	
Address of Teaching Venue	Island South (Pokfulam) Campus, 3 Wah Lam Path, Pokfulam, Hong Kong		

2.1.1   Requirements

BSocSc and BA

(a)   The College is to demonstrate the effectiveness of monitoring the marking and grading of assessments in BSocSc and BA to ensure that they are criteria-based and standards-referenced and that the policy is applied consistently within the College.

The College is to submit a report, including the related evidence, to HKCAAVQ for the fulfilment of the above requirement **on or before 1 March 2018**.

BSocSc, BA and BPAcc

(b)   The College is to provide an annual report to HKCAAVQ on **1 March each year of the validity period** regarding the security of tenure of the teaching venue. The information to be provided includes but is not limited to the following:

(i)   an update on the status of the College's Island South (Pokfulam) campus as a teaching venue of the three Programmes;

(ii)   a report on the number of new students as well as the total number of students in each of the three Programmes, together with the related financial information at programme level; and

(iii)   up-to-date physical and financial resource plans for the remaining years of the validity period with reference to (a) and (b) above to assure HKCAAVQ that a satisfactory learning environment will be provided for the delivery of the three Programmes.

2.1.2   Recommendations

BSocSc, BA and BPAcc

(a)   The College should introduce Putonghua course(s) to enable students to communicate using multiple languages as stated in PILO-1.

(b)   The College should formulate clear guidelines with regard to developing students' critical thinking skills to ensure a consistent understanding of it among teaching staff and provide integrated training in it for staff throughout the Programmes.

BPAcc

(c)   The College should engage in regular review of the POs and PILOs in a proactive manner to ensure they remain relevant for the future.

(d)   The College should review the grading policy of Accounting Internship to ensure students' efforts and performance are fairly reflected in their degree awards.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

BSocSc
- BSocSc aims to provide students with basic education in various social sciences disciplines, enhancing students' ability to understand social sciences theories and concepts and their applications. The Programme emphasises inter-disciplinary perspectives in the study of contemporary issues and the interplay of social, political, economic and historical factors leading to various social issues and crises.

BA
- BA aims to provide academic opportunities for purposeful learning that fosters critical and integrative thinking across conventional boundaries, creative synergy of cultural and intellectual resources, and a spirit of mutual understanding and collaborative innovation. It is designed for students who aspire to acquire well-rounded skills and broad intellectual perspectives that will enable them to thrive in workplaces where business success comes from personal and collaborative initiatives, a strong sense of trust and responsibility, open communication and active commitment to creative problem-solving as well as continuous improvement.

BPAcc
- BPAcc aims to equip graduates with the generic and technical attributes and competencies expected of professional accountants by accomplishing the following:

Generic Aspects
(a) strengthen and improve intellectual qualities in language proficiency, IT proficiency, and analytical thinking and problem solving
(b) develop commercial qualities such as commercial acumen, China focus, creativity and an orientation towards change

(c) build personal qualities such as integrity, professionalism, drive, resilience, execution and a result orientation
(d) enhance interpersonal qualities in terms of team leadership, communication and relationship building

Technical Aspects

(e)   broaden and strengthen foundation knowledge in accounting, economics, marketing, management, finance and statistics to further excel in a specialised field of study and/or a career

(f)   establish the basic and advanced knowledge required for admission to the examinations of professional accounting bodies, including the HKICPA, ACCA and CPA Australia

3.2   Programme Intended Learning Outcomes (PILO)

▪   All the honours degree programmes are to share the following college-wide intended learning outcomes:

PILO-1: communicate their ideas using languages that are appropriate for diverse audiences

PILO-2: discuss the fundamental concepts of a broad range of subject areas and analyse their relevance to society

PILO-3: consolidate and integrate concepts and theories from various academic disciplines in their capacity as informed, reflective, self-critical and independent learners

BSocSc
▪   The PILOs of BSocSc comprise the three college-wide PILOs as well as major-specific intended learning outcomes (MILOs) for each of the three Majors:

MILOs for China and Global Studies (CGS) Major
PILO-CGS4: evaluate the historical-cultural legacy of China and to locate its relevance in the contemporary world

PILO-CGS5: identify the major political, economic and social challenges that China is confronting

PILO-CGS6: apply different concepts and theories in identifying the continuity and transformation of political, economic, social and cultural dynamics in China

PILO-CGS7: analyse the social, environmental, economic, and political implications of key global issues having the China factor in mind

PILO-CGS8: apply different theories and concepts in interpreting the uniqueness and commonalities of different global dynamics

PILO-CGS9: critically examine and analyse the relationship between Hong Kong, Mainland China, her immediate neighbours, and players in the wider global arena

MILOs for Social Behaviour and Public Policy (SBPP) Major

PILO-SBPP4: describe the fundamental concepts and theories in the fields of Economics, Sociology, Psychology and Political Science

PILO-SBPP5: describe the framework and process of policy making, planning and implementation within the context of domestic and international governance

PILO-SBPP6: conceptualise and construct social scientific explanations for public policy and governance issues

PILO-SBPP7: analyse and conduct preliminary social scientific inquiry, and to interpret and make sense of aggregate empirical data

PILO-SBPP8: propose preliminary solutions or government policies that mitigate or preempt the emergence of social problems

MILOs for Sustainability, Technology and Society (STS) Major

PILO-STS4: understand the boundaries and contingencies of human, and other, life on Earth

PILO-STS5: further develop their understanding of the world in order to work with complexity, their courage in order to work with uncertainty; and their interpersonal skills in order to work together to best make changes

PILO-STS6: use their knowledge and skills in order to become effective change makers especially in the environment, technology and development sectors

PILO-STS7: analyse complex information so as to be able to explain the causes and consequences of the crises that have and will effect human enterprise on Earth

BA

- As in BSocSc, the PILOs of BA comprise three that are common to all programmes and others that are Major-specific:

MILOs for Language and Communication (LC) Major

PILO-LC4: adopt increasingly effective strategies for professional communication

PILO-LC5: apply intercultural knowledge and skills in a range of communicative situations

PILO-LC6: use digital communication technologies for language and social purposes

PILO-LC7: make academically informed strategic choices between communicative styles

PILO-LC8: engage in continual enhancement of their competencies in language and communication

PILO-LC9: advise on issues in cross-cultural communication applicable to the local and global contexts

MILOs for Media, Culture and Creativity (MCC) Major

PILO-MCC4: identify the growing opportunities and the existing limitations in the mass media and creative industries

PILO-MCC5: develop their reasoning and debating skills while adopting an interdisciplinary approach to the study of creative media and cultural industries

PILO-MCC6: analyse social issues of (in)equality and (in)justice related to race, gender and class

PILO-MCC7: evaluate the theoretical framework and the arguments pertaining to media and culture in historical and modern times

PILO-MCC8: apply appropriate theoretical approaches to a range of problems, issues and debates in media and cultural studies, and other related disciplines

<u>MILOs for Business Management and the Liberal Arts (BMLA) Major</u>

PILO-BMLA4: apply core principles and subject knowledge in various disciplines in the decision-making process in an organisation

PILO-BMLA5: analyse the market landscape and development with respect to the interconnecting operations in the commercial, NGO and other sectors

PILO-BMLA6: draw on broad-based knowledge and insights gained from the liberal arts disciplines to examine managerial issues in different sectors

PILO-BMLA7: reflect on their role in an organisation and society as a whole, and take a holistic and people-centred approach in the formulation of business strategy

PILO-BMLA8: develop an enriched sense of responsibility and examine the ethical principles that underlie the workings of an organisation

BPAcc
▪ The PILOs of BPAcc also comprise the three college-wide PILOs and others which are specific to the Programme:

<u>Accounting-specific (AC) PILOs</u>

PILO-AC4: review, analyse and evaluate problems critically, fully taking into consideration the contexts within which business and accounting professionals work

PILO-AC5: integrate and apply the business and accounting knowledge and skills learnt to conduct case studies and analyse current issues in the real-world business environment

PILO-AC6: explain the professional codes of conduct that govern, and the role played by, accountants in supplying and ensuring the integrity of financial information

PILO-AC7: plan, organise and implement a wide range of business activities to achieve organisational objectives

3.3   Programme Structure

BSocSc	No. of courses		No. of credits*		
	QF L4	QF L5	QF L4	QF L5	Total
Generic Studies	6	3	18	9	27
Core Curriculum	6	--	18	--	18
Major Core	3-5	5-7	9-15	18-24	33
Major Elective	0-2	3-5	0-6	9-15	15
Open Electives	0-9	0-9	0-27	0-27	27
Total	**15-28**	**11-24**	**45-84**	**36-75**	**120**

BA	No. of courses		No. of credits*		
	QF L4	QF L5	QF L4	QF L5	Total
Generic Studies	6	3	18	9	27
Core Curriculum	6	--	18	--	18
Major Core	4	5	12	18	30
Major Elective	0-1	4-5	0-3	12-15	15
Open Electives	0-10	0-10	0-30	0-30	30
Total	**16-27**	**12-23**	**48-81**	**39-72**	**120**

BPAcc	No. of courses		No. of credits*		
	QF L4	QF L5	QF L4	QF L5	Total
Generic Studies	6	3	18	9	27
Core Curriculum	6	--	18	--	18
Major Core	5	11	15	36	51
Major Elective	--	2-3	--	9	9
Open Electives	0-5	0-5	0-15	0-15	15
Total	**17-22**	**16-22**	**51-66**	**54-69**	**120**

* Each course carries 3 credits, except for the *Capstone* and *Accounting Internship* courses which carry 6 credits each.

3.4   Graduation Requirements

- Students must obtain 120 credits of courses as prescribed in the curriculum, of which at least 63 credits should be at QF Level 5 and at least 30 credits from Major Core and Major Elective should be at QF Level 5.
- Students must complete a minimum of three semesters at the College, obtain Grade 'C-' or above in all core English courses and achieve a cGPA of 1.7 or above.

3.5   Admission Requirements

Year 1 Entry

- Hong Kong Diploma of Secondary Education (HKDSE) Examination
  - Level 3 or above in both English Language and Chinese Language; and
  - Level 2 or above in both Mathematics and Liberal Studies; and
  - Level 2 or above in one Elective subject.

- Non-local Qualifications

  (i)   International Baccalaureate (IB) Diploma
     - IB Diploma with an overall score of 24 or above

  (ii) General Certificate Education (GCE)
     - Grade E or above in GCE AS-Level in English Language; or equivalent; and
     - Grade E or above in GCE AS-Level in Chinese Language or another language subject, or equivalent; and
     - Grade E or above in 2 GCE A-Level subjects, or Grade E or above in 1 GCE A-Level subject plus Grade E or above in 2 AS-Level subjects.

  (iii) International Advanced Level (IAL)
     - Grade E or above in IAL AS-Level in English Language, or equivalent; and
     - Grade E or above in IAL AS-Level in Chinese Language or another language subject, or equivalent; and
     - Grade E or above in 2 IAL A-Level subjects, or Grade E or above in 1 IAL A-Level subject plus Grade E or above in 2 AS-Level subjects.

  (iv) Other Non-local Qualifications
     - Applicants with other non-local qualifications will be considered on the basis of individual merit. In general, applicants should have obtained a secondary / high school qualification equivalent to QF Level 3 and the commonly accepted minimum university entrance requirements in Hong Kong.
     - Applicants need to satisfy the English proficiency requirement obtaining at least

- an overall score of 6.0 in the International English Language Testing System (IELTS) with each component not less than 5.5, or
- a score of 550 in the paper-based Test of English as a Foreign Language (TOEFL), or
- a score of 79 for the internet-based TOEFL with each component not less than 19.

Year 3 Entry

- Associate Degree (AD) / Higher Diploma (HD) holders or students holding equivalent qualifications can be admitted to Year 3 of the Programmes.

- A maximum transfer of credit will be imposed on applicants based on the Cumulative Grade Point Average (cGPA) in their AD/HD studies as follows:

cGPA	Maximum of credit transfer
2.00 or above	60 credits
1.90 - 1.99	54 credits
1.80 - 1.89	48 credits
1.79 or below	To be determined by individual course mapping and a minimum of grade C in each course will be required

- The College requires students admitted to Year 3 to take at least two Core Curriculum courses to enable comparable common learning experience with those of the Year 1 intakes. In addition, to ensure the adequacy of their prior knowledge to undertake the senior year studies, specific subject requirements are stipulated for each of the Majors as follows; otherwise, students are required to take relevant make-up courses:

  BSocSc
  (a) CGS Major
     Applicants' prior learning should cover *economics, sociology* and *political science*.
  (b) SBPP Major
     Applicants' prior learning should cover *psychology, sociology* and *public administration*.
  (c) STS Major
     Applicants' prior learning should cover *science and technology, economics, sociology* and *political science*.

BA

(d) LC Major

Applicants' prior learning should cover *general linguistics/language studies, media* and *communication*.

(e) MCC Major

Applicants' prior learning should cover *media, communication* and *cultural studies*.

(f) BMLA Major

Applicants' prior learning should cover *marketing, economics, management* and *accounting*.

BPAcc

(g) Applicants' prior learning should cover *basic accounting, economics, management, marketing, statistics, computer literacy* and *management accounting*.

3.6 Graduate Profile

▪ Please refer to **Appendix**.

4. Substantial Change

4.1 The accreditation status of the learning programme(s) will lapse upon the expiry of the validity period or HKCAAVQ may withdraw the accreditation status at any time during the validity period if there are substantial changes made to the programme(s) that have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. The Guidance Notes can be downloaded from the HKCAAVQ website.

5. Qualifications Register

5.1 Qualifications accredited by 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 commence the study of the named accredited learning programme during the validity period and who have

graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

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Graduate Profile of Bachelor of Social Sciences (Honours)

Qualification Title	Bachelor of Social Sciences (Honours) 社會科學(榮譽)學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training (if any)	Humanities
Sub-area (Other Area of Study and Training)	Humanities
Programme Objectives	The Programme aims to provide students with a basic education in various social sciences disciplines, enhancing students' ability to understand social sciences theories and concepts and their applications. The Programme emphasises inter-disciplinary perspectives in the study of contemporary issues and the interplay of social, political, economic and historical factors leading to various social issues and crises. The Programme comprises three academic Majors with a different concentration of courses, each focusing on a particular aspect of the relationship between individuals and society or government, and provides students with the critical tools required to participate meaningfully in debates on policy and government initiatives. The three Majors are: I. China and Global Studies (CGS) II. Social Behaviour and Public Policy (SBPP) III. Sustainability, Technology and Society (STS)
Programme Intended Learning Outcomes	Upon completion of the Programme, students should be able to: PILO-1: communicate their ideas using languages that are

	appropriate for diverse audiences
	PILO-2: discuss the fundamental concepts of a broad range of subject areas and analyse their relevance to society
	PILO-3: consolidate and integrate concepts and theories from various academic disciplines in their capacity as informed, reflective, self-critical and independent learners
	CGS Major Intended Learning Outcomes
	PILO-CGS4: evaluate the historical-cultural legacy of China and to locate its relevance in the contemporary world
	PILO-CGS5: identify the major political, economic and social challenges that China is confronting
	PILO-CGS6: apply different concepts and theories in identifying the continuity and transformation of political, economic, social and cultural dynamics in China
	PILO-CGS7: analyse the social, environmental, economic, and political implications of key global issues having the China factor in mind
	PILO-CGS8: apply different theories and concepts in interpreting the uniqueness and commonalities of different global dynamics
	PILO-CGS9: critically examine and analyse the relationship between Hong Kong, Mainland China, her immediate neighbours, and players in the wider global arena
	SBPP Major Intended Learning Outcomes
	PILO-SBPP4: describe the fundamental concepts and theories in the fields of Economics, Sociology, Psychology and Political Science
	PILO-SBPP5: describe the framework and process of policy making, planning and implementation within the

	context of domestic and international governance
	PILO-SBPP6: conceptualise and construct social scientific explanations for public policy and governance issues
	PILO-SBPP7: analyse and conduct preliminary social scientific inquiry, and to interpret and make sense of aggregate empirical data
	PILO-SBPP8: propose preliminary solutions or government policies that mitigate or preempt the emergence of social problems
	<u>STS Major Intended Learning Outcomes</u> PILO-STS4: understand the boundaries and contingencies of human, and other, life on Earth
	PILO-STS5: further develop their understanding of the world in order to work with complexity, their courage in order to work with uncertainty; and their interpersonal skills in order to work together to best make changes
	PILO-STS6: use their knowledge and skills in order to become effective change makers especially in the environment, technology and development sectors
	PILO-STS7: analyse complex information so as to be able to explain the causes and consequences of the crises that have and will effect human enterprise on Earth
	PILO-STS8: demonstrate clear knowledge and understanding of how Sustainability Leaders can develop political, economic, environmental, technological and societal solutions to some of the world's most intricate problems
	PILO-STS9: explain why all human enterprise in the future must be manifest in the realities of a finite planet
Education Pathways	<u>China and Global Studies Major</u> Graduates of this Major are encouraged to pursue further

	study in postgraduate studies in Hong Kong and overseas. Postgraduate programmes they can apply for include: area studies (China or East Asian), international politics, global studies, international political economy, and international trade and finance. Social Behaviour and Public Policy Major Graduates of this Major are encouraged to pursue further study in postgraduate programmes in Hong Kong and overseas. They can apply for postgraduate programmes in the fields of psychology, sociology, criminology, public policy, social work, and governance. Sustainability, Technology and Society Major Graduates of this Major are encouraged to pursue further study in postgraduate programmes in Hong Kong and overseas. They can apply for postgraduate programmes in the fields of environmental studies, sociology, public policy, and education.
Employment Pathways	China and Global Studies Major Graduates of this Major will be able to pursue careers in the areas of trade, finance, manufacturing, journalism, government, non-governmental organisations and education. Social Behaviour and Public Policy Major Graduates of this Major will be able to pursue careers in the public and private sector in Hong Kong and overseas in the areas of tourism, education, urban planning and transportation. Sustainability, Technology and Society Major Graduates of this Major will be able to find work in a variety of industries and business where Corporate Social Responsibility is being increasingly practised, in government offices, non-governmental organisations and academia.
Minimum Admission Requirements	**Year 1 Entry** (a) Hong Kong Diploma of Secondary Education (HKDSE) Examination ➢ Level 3 or above in English Language; and

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> ➢ Level 3 or above in Chinese Language or equivalent; and
> ➢ Level 2 or above in Mathematics; and
> ➢ Level 2 or above in Liberal Studies; and
> ➢ Level 2 or above in one Elective subject.

(b) Non-local qualifications

    (i) International Baccalaureate (IB) Diploma

> ➢ IB Diploma with an overall score of 24 or above

    (ii) General Certificate Education (GCE)

> ➢ Grade E or above in GCE AS-Level in English Language; OR equivalent; and
> ➢ Grade E or above in GCE AS-Level in Chinese Language; OR another language subject; OR equivalent; and
> ➢ Grade E or above in 2 GCE A-Level subjects; OR Grade E or above in 1 GCE A-Level subject plus Grade E or above in 2 AS-Level subjects

    (iii) International Advanced Level (IAL)

> ➢ Grade E or above in IAL AS-Level in English Language; OR equivalent; and
> ➢ Grade E or above in IAL AS-Level in Chinese Language or another language subject; OR equivalent; and
> ➢ Grade E or above in 2 IAL A-Level subjects; OR Grade E or above in 1 IAL A-Level subject plus Grade E or above in 2 AS-Level subjects

    (iv) Other Non-local Qualifications

> ➢ Applicants with other non-local qualifications will be considered on the basis of individual merit. In general, applicants should have obtained a secondary/high school qualification equivalent to QF Level 3 and the commonly agreed minimum university entrance requirements in Hong Kong.
> ➢ Applicants need to satisfy the English proficiency requirement obtaining at least
>   o an overall score of 6.0 in the International English Language Testing System (IELTS)

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with each component not less than 5.5, or
- o a score of 550 in the paper-based Test of English as a Foreign Language (TOEFL), or
- o a score of 79 for the internet-based TOEFL with each component not less than 19.

Year 3 Entry

Associate Degree (AD) / Higher Diploma (HD) holders or students holding equivalent qualifications can be admitted to Year 3 of the Programme. Credit transfer of up to 60 credits may be granted.

Specific requirements for China and Global Studies Major

- Applicants' prior learning should cover the knowledge in the following areas: economics, sociology and political science. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses (*subject to applicants' previous studies*).

Specific requirements for Social Behaviour and Public Policy Major

- Applicants' prior learning should cover the knowledge in the following areas: psychology, sociology and public administration. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses (*subject to applicants' previous studies*).

Specific requirements for Sustainability, Technology and Society Major

- Applicants' prior learning should cover the knowledge of the following areas: science and technology, economics, sociology and political science. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses (*subject to applicants' previous studies*).

| **Operator** | Centennial College 明德學院 |

Graduate Profile of Bachelor of Arts (Honours)

Qualification Title	Bachelor of Arts (Honours) 文學士(榮譽)
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Humanities
Sub-area (Primary Area of Study and Training)	Humanities
Other Area of Study and Training (if any)	Languages and Related Studies
Sub-area (Other Area of Study and Training)	Languages and Related Studies
Programme Objectives	The Programme aims to provide academic opportunities for purposeful learning that fosters critical and integrative thinking across conventional boundaries, creative synergy of cultural and intellectual resources, and a spirit of mutual understanding and collaborative innovation. This Programme is a highly innovative academic scheme designed for students of the 21st century who aspire to acquire well-rounded skills and broad intellectual perspectives that will enable them to thrive in workplaces where business success comes from personal and collaborative initiatives, a strong sense of trust and responsibility, open communication and active commitment to creative problem-solving as well as continuous improvement. The Programme offers a multidisciplinary and interdisciplinary learning experience and a choice of three Majors of specialisation: I. Language and Communication (LC) II. Media, Culture and Creativity (MCC) III. Business Management and the Liberal Arts (BMLA)
Programme Intended Learning	Upon completion of the Programme, students should be

| Outcomes | able to:
	PILO-1: communicate their ideas using languages that are appropriate for diverse audiences
	PILO-2: discuss the fundamental concepts of a broad range of subject areas and analyse their relevance to society
	PILO-3: consolidate and integrate concepts and theories from various academic disciplines in their capacity as informed, reflective, self-critical and independent learners
	LC Major Intended Learning Outcomes
	PILO-LC4: adopt increasingly effective strategies for professional communication
	PILO-LC5: apply intercultural knowledge and skills in a range of communicative situations
	PILO-LC6: use digital communication technologies for language and social purposes
	PILO-LC7: make academically informed strategic choices between communicative styles
	PILO-LC8: engage in continual enhancement of their competencies in language and communication
	PILO-LC9: advise on issues in cross-cultural communication applicable to the local and global contexts
	MCC Major Intended Learning Outcomes
	PILO-MCC4: identify the growing opportunities and the existing limitations in the mass media and creative industries
	PILO-MCC5: develop their reasoning and debating skills while adopting an interdisciplinary approach to the study of creative media and cultural industries

	PILO-MCC6: analyse social issues of (in)equality and (in)justice related to race, gender and class
	PILO-MCC7: evaluate the theoretical framework and the arguments pertaining to media and culture in historical and modern times
	PILO-MCC8: apply appropriate theoretical approaches to a range of problems, issues and debates in media and cultural studies, and other related disciplines
	BMLA Major Intended Learning Outcomes
	PILO-BMLA4: apply core principles and subject knowledge in various disciplines in the decision-making process in an organisation
	PILO-BMLA5: analyse the market landscape and development with respect to the interconnecting operations in the commercial, NGO and other sectors
	PILO-BMLA6: draw on broad-based knowledge and insights gained from the liberal arts disciplines to examine managerial issues in different sectors
	PILO-BMLA7: reflect on their role in an organisation and society as a whole, and take a holistic and people-centred approach in the formulation of business strategy
	PILO-BMLA8: develop an enriched sense of responsibility and examine the ethical principles that underlie the workings of an organisation
Education Pathways	Language and Communication Major
	Graduates of this Major are encouraged to undertake further studies (e.g. advanced/professional diplomas, masters' degrees) in the fields of language studies, communication studies, education, sociolinguistics, and applied linguistics at Hong Kong or overseas universities.
	Media, Culture and Creativity Major

	Graduates of this Major are encouraged to pursue further study in postgraduate programmes in Hong Kong and overseas. They can apply for postgraduate programmes in the fields of digital media, communication, film studies, journalism, media and cultural management, public relations and advertising, and cultural studies. Business Management and the Liberal Arts Major Graduates of this Major are encouraged to advance their studies in postgraduate programmes in Hong Kong and overseas. They can apply for postgraduate programmes in the fields of marketing, business administration, human resources management, business management, corporate governance, public relations and advertising.
Employment Pathways	Language and Communication Major Graduates of this Major will be able to progress to jobs in the public and private sectors in various areas including: education, public administration, advertising, tourism, public relations, marketing, and the media. Media, Culture and Creativity Major Graduates of this Major will be able to pursue professional careers in areas such as broadcasting, print media, online and digital media, creative and cultural industries, and public policy. Business Management and the Liberal Arts Major Graduates of this Major will be able to pursue careers in various fields including: business administration, event management, social media marketing, and human resources management.

Minimum Admission Requirements	**Year 1 Entry**
	(a) Hong Kong Diploma of Secondary Education (HKDSE) Examination
	    ➢ Level 3 or above in English Language; and
	    ➢ Level 3 or above in Chinese Language or equivalent; and
	    ➢ Level 2 or above in Mathematics; and
	    ➢ Level 2 or above in Liberal Studies; and
	    ➢ Level 2 or above in one Elective subject.

(b) Non-local qualifications

    (i) International Baccalaureate (IB) Diploma

        ➢ IB Diploma with an overall score of 24 or above

    (ii) General Certificate Education (GCE)

        ➢ Grade E or above in GCE AS-Level in English Language; OR equivalent; and

        ➢ Grade E or above in GCE AS-Level in Chinese Language; OR another language subject; OR equivalent; and

        ➢ Grade E or above in 2 GCE A-Level subjects; OR Grade E or above in 1 GCE A-Level subject plus Grade E or above in 2 AS-Level subjects

    (iii) International Advanced Level (IAL)

        ➢ Grade E or above in IAL AS-Level in English Language; OR equivalent; and

        ➢ Grade E or above in IAL AS-Level in Chinese Language or another language subject; OR equivalent; and

        ➢ Grade E or above in 2 IAL A-Level subjects; OR Grade E or above in 1 IAL A-Level subject plus Grade E or above in 2 AS-Level subjects

    (iv) Other Non-local Qualifications

        ➢ Applicants with other non-local qualifications will be considered on the basis of individual merit. In general, applicants should have obtained a secondary/high school qualification equivalent to QF Level 3 and the commonly agreed minimum university entrance requirements in Hong Kong.

        ➢ Applicants need to satisfy the English proficiency requirement obtaining at least

            ○ an overall score of 6.0 in the International English Language Testing System (IELTS) with each component not less than 5.5, or

            ○ a score of 550 in the paper-based Test of English as a Foreign Language (TOEFL), or

            ○ a score of 79 for the internet-based TOEFL with each component not less than 19.

	Year 3 Entry

Associate Degree (AD) / Higher Diploma (HD) holders or students holding equivalent qualifications can be admitted to Year 3 of the Programme. Credit transfer of up to 60 credits may be granted.

Specific requirements for Language and Communication Major:
- Applicants' prior learning should cover the knowledge in the following areas: general linguistics/language studies, media and communication. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses *(subject to applicants' previous studies)*.

Specific requirements for Media, Culture and Creativity Major:
- Applicants' prior learning should cover the knowledge in the following areas: media, communication and cultural studies. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses *(subject to applicants' previous studies)*.

Specific requirements for Business Management and the Liberal Arts Major:
- Applicants' prior learning should cover the knowledge in the following areas: marketing, economics, management and accounting. Otherwise, applicants are required to take relevant make-up courses.
- To take at least two core-curriculum courses *(subject to applicants' previous studies)*. |
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Graduate Profile of Bachelor of Professional Accounting (Honours)

Qualification Title	Bachelor of Professional Accounting (Honours) 專業會計(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)	Accounting, Finance and Investment
Other Area of Study and Training (if any)	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Programme Objectives	The Programme is designed to equip graduates with the generic and technical attributes and competencies expected of professional accountants by accomplishing the following: (a) Generic Aspects - Strengthen and improve intellectual qualities in language proficiency, IT proficiency, and analytical thinking and problem solving. - Develop commercial qualities such as commercial acumen, China focus, creativity and an orientation towards change. - Build personal qualities such as integrity, professionalism, drive, resilience, execution and a result orientation. - Enhance interpersonal qualities in terms of team leadership, communication and relationship building. (b) Technical Aspects - Broaden and strengthen foundation knowledge in accounting, economics, marketing, management, finance, statistics and modern technology to further excel in a specialized field of study and/or a career. - Establish the basic and advanced knowledge

	required for admission to the examinations of professional accounting bodies, including the HKICPA, ACCA and CPA Australia. The Programme has been accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA), Association of Chartered Certified Accountants (ACCA), and CPA Australia (CPAA); as well as exemption on examination papers have been granted by the Chartered Institute of Management Accountants (CIMA), Association of International Accountants (AIA), and Hong Kong Institute of Chartered Secretaries (HKICS).
Programme Intended Learning Outcomes	Upon completion of the Programme, students should be able to: PILO-1: communicate their ideas using languages that are appropriate for diverse audiences PILO-2: discuss the fundamental concepts of a broad range of subject areas and analyse their relevance to society PILO-3: consolidate and integrate concepts and theories from various academic disciplines in their capacity as informed, reflective, self-critical and independent learners PILO-AC4: review, analyse and evaluate problems critically, fully taking into consideration the contexts within which business and accounting professionals work PILO-AC5: integrate and apply the business and accounting knowledge and skills learnt to conduct case studies and analyse current issues in the real-world business environment PILO-AC6: explain the professional codes of conduct that govern, and the role played by, accountants in supplying and ensuring the integrity of financial information PILO-AC7: plan, organise and implement a wide range of business activities to achieve organisational objectives

Education Pathways	Graduates are encouraged to undertake professional accountancy qualification (CPA) programmes or examinations (i.e. HKICPA ACCA, CPA Australia, etc.). Thereafter, they can further their master studies (e.g. in business administration, finance, corporate governance, law, information technology, etc.) at Hong Kong or overseas universities.
Employment Pathways	Graduates will be able to progress to jobs in the professional accounting firms serving in various areas including: auditing, taxation and professional services, etc.; as well as working as business accountants in the public and private sectors.
Minimum Admission Requirements	<u>**Year 1 Entry**</u> (a) Hong Kong Diploma of Secondary Education (HKDSE) Examination ➤ Level 3 or above in English Language; and ➤ Level 3 or above in Chinese Language or equivalent; and ➤ Level 2 or above in Mathematics; and ➤ Level 2 or above in Liberal Studies; and ➤ Level 2 or above in one Elective subject. (b) Non-local qualifications (i) International Baccalaureate (IB) Diploma ➤ IB Diploma with an overall score of 24 or above (ii) General Certificate Education (GCE) ➤ Grade E or above in GCE AS-Level in English Language; OR equivalent; and ➤ Grade E or above in GCE AS-Level in Chinese Language; OR another language subject; OR equivalent; and ➤ Grade E or above in 2 GCE A-Level subjects; OR Grade E or above in 1 GCE A-Level subject plus Grade E or above in 2 AS-Level subjects (iii) International Advanced Level (IAL) ➤ Grade E or above in IAL AS-Level in English Language; OR equivalent; and ➤ Grade E or above in IAL AS-Level in Chinese Language or another language subject; OR

	equivalent; and
	➢ Grade E or above in 2 IAL A-Level subjects; OR Grade E or above in 1 IAL A-Level subject plus Grade E or above in 2 AS-Level subjects
	(iv) Other Non-local Qualifications
	➢ Applicants with other non-local qualifications will be considered on the basis of individual merit. In general, applicants should have obtained a secondary/high school qualification equivalent to QF Level 3 and the commonly agreed minimum university entrance requirements in Hong Kong.
	➢ Applicants need to satisfy the English proficiency requirement obtaining at least
	o an overall score of 6.0 in the International English Language Testing System (IELTS) with each component not less than 5.5, or
	o a score of 550 in the paper-based Test of English as a Foreign Language (TOEFL), or
	o a score of 79 for the internet-based TOEFL with each component not less than 19.
	Year 3 Entry
	Associate Degree (AD) / Higher Diploma (HD) holders or students holding equivalent qualifications can be admitted to Year 3 of the Programme. Credit transfer of up to 60 credits may be granted.
	• Applicants' prior learning should cover basic accounting, economics, management, marketing, statistics, computer literacy and management accounting. Otherwise, applicants are required to make-up respective courses.
	• To take at least two core-curriculum courses *(subject to applicants' previous studies)*.
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