



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

**SUMMARY ACCREDITATION REPORT**

**HANG SENG MANAGEMENT COLLEGE**

**LEARNING PROGRAMME RE-ACCREDITATION**

**BACHELOR OF JOURNALISM AND  
COMMUNICATION (HONOURS)**

**MARCH 2016**

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 HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

## **1. Introduction**

- 1.1 Hang Seng Management College (the College) was registered under the Post Secondary Colleges Ordinance (Cap 320) in 2010, and started to offer bachelor degree programmes in September 2010.
- 1.2 The College has undergone a number of learning programme accreditation and re-accreditation exercises, and currently operates 11 accredited programmes at QF level 5 in various disciplines including business administration, management science, supply chain management, finance, language, translation, and journalism and communication.
- 1.3 HKCAAVQ was commissioned by the College to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
  - (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Journalism and Communication (Honours) Programme of the College meets the stated objectives and QF standard and can continue to be offered as an accredited programme from the 2016/17 academic year; and
  - (b) To issue to the College an accreditation report setting out HKCAAVQ's determination in relation to (a) above.
- 1.4 A site visit took place on 14 to 15 January 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 determination:

## 2.1 Learning Programme Re-accreditation

Approval

<b>Name of Operator</b>	Hang Seng Management College 恒生管理學院
<b>Name of Award Granting Body</b>	Hang Seng Management College 恒生管理學院
<b>Title of Learning Programme</b>	Bachelor of Journalism and Communication (Honours) Programme 新聞及傳播（榮譽）學士課程
<b>Title of Qualification (Exit Award)</b>	Bachelor of Journalism and Communication (Honours) 新聞及傳播（榮譽）學士
<b>Primary Area of Study / Training</b>	Mass Media and Communications, Journalism and Public Relations
<b>Other Area of Study / Training</b>	Business & Management, General
<b>QF Level</b>	Level 5
<b>QF Credit</b>	Not Applicable
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 4 years
<b>Start Date of Validity Period</b>	1 September 2016
<b>End Date of Validity Period</b>	31 August 2021
<b>Number of Enrolments</b>	One enrolment per year
<b>Maximum Number of New Students</b>	Year 1 entry – 122 per year Year 2 entry – 10 per year
<b>Specification of Competency Standards-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Address of Teaching Venue</b>	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

### 2.1.1 Recommendations

- (a) The College should review the mapping between the PILOs against the MILOs of different types of modules, in order to ensure more precise reflection of how the MILOs contribute to the achievement of individual PILOs.
- (b) The College should review and enhance the structure and content of the Year 4 curriculum with respect to (a) specialised modules specific to each concentration; and (b) capstone experience in students' research and project work.
- (c) The College should further develop teaching methods that include a greater emphasis on blended delivery, such as the use of Moodle and other interactive online platforms as a teaching tool.
- (d) The College should further enhance the research elements in project work, so as to reflect students' competence in analytical and intellectual skills more comprehensively.
- (e) The College should further review the measures in place and make adjustments as necessary, to ensure staff in different employment tracks are given continued support to their development in research.

## 3. Programme Details

The following programme information is provided by the College.

### 3.1 Programme Objectives

- The Bachelor of Journalism and Communication (Honours) (BJC) Programme aims to “provide students with specialised knowledge in Journalism and Communication with a stronger business orientation for their personal and professional career development and/or further studies.”
- The Programme Objectives (POs) cover five areas, namely, language proficiency, knowledge and understanding, critical and analytic ability, application skills, ethics and social responsibility.
- The objectives of the Programme are to equip students with:

PO 1	Competence in professional communication in English, Chinese and other forms of communication;
PO 2	State-of-the-art knowledge of theories and principles in journalism and communication from regional and intercultural perspectives;
PO 3	Critical and creative abilities in analysing the complexities of media and applying theories to various contexts, especially business context;
PO 4	Competence in converged communication skills in business communication and corporate communication; and
PO 5	A strong sense of social responsibility and high commitment to professional ethics.

### 3.2 Programme Intended Learning Outcomes

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

PILO 1	Communicate appropriately and effectively in both spoken and written forms in English and Putonghua at a level competent for general communication, especially in a business context;
PILO 2	Command fundamental journalism and communication theories and principles;
PILO 3	Understand corporate communication functions such as internal and external communication, media relations, customer service and corporate identity development;
PILO 4	Demonstrate a global perspective and an understanding of cultural diversity, as evidenced by an understanding of globalisation, the dimensions along which cultures vary and the implications of both for business;
PILO 5	Demonstrate the ability to conduct research, gather information, synthesise and analyse data and present relevant news or persuasive information at a professional level;
PILO 6	Have the ability to make independent judgment on social, cultural and business issues in local community and Greater China;
PILO 7	Think critically, creatively and independently; evaluate their own work and the work of others for accuracy, fairness, clarity, and correctness;
PILO 8	Apply IT technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content; and
PILO 9	Be an ethical professional who understands the legal implications, considerations and practices of the media and business professions and assumes a strong sense of social responsibility.

### 3.3 Programme Structure

Study Areas	<i>(No. of Modules and % of Total Curriculum)</i>
	<b>2016/17 onwards</b>
<b>BJC Major Studies</b>	<b>18 (41.86%)</b>
• Cores	12
• Electives	6
<b>Business Education</b>	<b>6 (13.95%)</b>
• Cores	5
• Electives	1
<b>Common Core (I + II + III)</b>	<b>15 (34.88%)</b>
(I) General Education	7
(II) Language	
• Chinese	3
• English	3
(III) Quantitative Methods and IT Skills	1 1
<b>Free Electives</b>	<b>4 (9.30%)</b>
<b>Total</b>	<b>43 (100%)</b>

### 3.4 Graduation Requirements

- Completed and been assessed on at least 129 credits (43 modules);
- Obtained an overall GPA of 2.0 or better across all modules in which they were assessed;
- Obtained a Grade D or better on at least 120 credits;
- Obtained a Grade D or better in all core modules;
- Fulfilled the language competency exit requirement, i.e. 6.0 or above in the IELTS test and Third Class, Grade B (三級乙等) or above in the State Grade Putonghua Proficiency Test;
- Passed the Information Technology Proficiency Test; and

### 3.5 Admission Requirements

- Year 1 Standard Entry
  - (a) Hong Kong Diploma of Secondary Education Examination (HKDSE) Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics, Liberal Studies and one other subject in the HKDSE;
  - (b) Hong Kong Advanced Level Examination (HKALE) Pass grades in Chinese Language & Culture and Use of English

plus 1 Advanced Level (AL) or 2 Advanced Supplementary Level (AS) subjects in the HKALE AND 5 passes in the Hong Kong Certificate of Education Examination (HKCEE) (including Chinese Language, English Language and Mathematics);

(c) International Baccalaureate Diploma Programme (IB) 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 the IB Diploma;

(d) SAT Qualification

- A minimum of 1650 on the SAT Reasoning Test
- Secondary school examination results are suggested to be considered apart from the SAT score.

▪ Year 1 Non-local Entry

Applicants with non-local qualifications are considered on a case-by-case basis.

▪ Year 2 Standard Entry

Applicants for Year 2 Entry of the BJC Programme 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 overall GPA of 2.5 or equivalent.

### 3.6 Graduate Profile

- Please refer to Appendix.

## 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 HKCAAVQ.

## 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 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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## Graduate Profile of Bachelor of Journalism and Communication (Honours)

<b>Qualification Title</b>	Bachelor of Journalism and Communication (Honours) 新聞及傳播（榮譽）學士											
<b>Qualification Type</b>	Bachelor Degree											
<b>QF Level</b>	5											
<b>Primary Area of Study / Training</b>	Mass Media and Communications, Journalism and Public Relations											
<b>Other Area of Study / Training</b>	Business & Management, General											
<b>Programme Objectives</b>	<p>The objectives of the Programme are to equip students with:</p> <table border="1"> <tr> <td>PO 1</td> <td>Competence in professional communication in English, Chinese and other forms of communication;</td> </tr> <tr> <td>PO 2</td> <td>State-of-the-art knowledge of theories and principles in journalism and communication from regional and intercultural perspectives;</td> </tr> <tr> <td>PO 3</td> <td>Critical and creative abilities in analysing the complexities of media and applying theories to various contexts, especially business context;</td> </tr> <tr> <td>PO 4</td> <td>Competence in converged communication skills in business communication and corporate communication; and</td> </tr> <tr> <td>PO 5</td> <td>A strong sense of social responsibility and high commitment to professional ethics.</td> </tr> </table>		PO 1	Competence in professional communication in English, Chinese and other forms of communication;	PO 2	State-of-the-art knowledge of theories and principles in journalism and communication from regional and intercultural perspectives;	PO 3	Critical and creative abilities in analysing the complexities of media and applying theories to various contexts, especially business context;	PO 4	Competence in converged communication skills in business communication and corporate communication; and	PO 5	A strong sense of social responsibility and high commitment to professional ethics.
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<b>Education Pathways</b>	Graduates are encouraged to pursue further study toward advanced academic and professional degrees in journalism, mass communication, corporate communication and public relations in Hong Kong or abroad.												
<b>Employment Pathways</b>	Graduates are mostly working in various media and corporate communication industries in Hong Kong, as news anchors, reporters, editors and producers in newspapers, radio, television and media companies, and marketing or public relations executives / officers / assistants in corporate communication agencies or the commercial sector.												

<p><b>Minimum Admission Requirements</b></p>	<p><u>Year 1 Standard Entry</u></p> <p>(a) <u>Hong Kong Diploma of Secondary Education Examination (HKDSE)</u> Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics, Liberal Studies and one other subject in the HKDSE;</p> <p>(b) <u>Hong Kong Advanced Level Examination (HKALE)</u> Pass grades in Chinese Language &amp; Culture and Use of English plus 1 Advanced Level (AL) or 2 Advanced Supplementary Level (AS) subjects in the HKALE AND 5 passes in the Hong Kong Certificate of Education Examination (HKCEE) (including Chinese Language, English Language and Mathematics);</p> <p>(c) <u>International Baccalaureate Diploma Programme (IB)</u> 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 the IB Diploma;</p> <p>(d) <u>SAT Qualification</u></p> <ul style="list-style-type: none"> <li>• A minimum of 1650 on the SAT Reasoning Test</li> <li>• Secondary school examination results are suggested to be considered apart from the SAT score.</li> </ul> <p><u>Year 1 Non-local Entry</u></p> <p>Applicants with non-local qualifications are considered on a case-by-case basis.</p> <p><u>Year 2 Standard Entry</u></p> <p>Applicants for Year 2 Entry of the BJC Programme 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 overall GPA of 2.5 or equivalent.</p>
<p><b>Operator</b></p>	<p>Hang Seng Management College 恒生管理學院</p>