



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

SUMMARY ACCREDITATION REPORT

CARITAS INSTITUTE OF HIGHER EDUCATION

LEARNING PROGRAMME RE-ACCREDITATION

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS)**

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

1. Introduction

- 1.1 Formerly known as Caritas Francis Hsu College, Caritas Institute of Higher Education commenced operation in 1985 and was approved to provide post-secondary education in 1990. The Institute underwent two Institutional Reviews by the-then HKCAA in 2001 and HKCAAVQ in 2010 respectively and subsequently developed into a post-secondary college registered under the Post Secondary Colleges Ordinance (Cap 320) with degree-conferring status. As of the 2015/16 academic year, the Institute has four degree programmes on offer.
- 1.2 The Institute commissioned HKCAAVQ to conduct learning programme re-accreditation of its Bachelor of Business Administration (BBA) (Honours) programme (the Programme) hosted by the School of Business and Hospitality Management (SBHM). The Programme was first granted accreditation status in March 2011 for a validity period of five years from 2011/12 to 2015/16 with three Streams, namely Accountancy (ACC), Corporate Management (CM) and Information Systems (IS). Thereafter, the Institute introduced three additional streams to the Programme – Marketing and Event Management (MEM), Hotel Management (HM) and Tourism Management (TM) – and accreditation status was granted with a validity period of four years from 2012/13 to 2015/16.
- 1.3 A site visit took place on 2-3 March 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

Name of Operator	Caritas Institute of Higher Education 明愛專上學院
Name of Award Granting Body	Caritas Institute of Higher Education 明愛專上學院
Title of Learning Programme	Bachelor of Business Administration (Honours) 工商管理榮譽學士
Title of Qualification (Exit Award)	Bachelor of Business Administration (Honours) 工商管理榮譽學士
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study and Training	Services
Sub-area (Other Area of Study and Training)	MICE and Event Management
QF Level	Level 5
QF Credit	Not applicable
Mode of Delivery and Programme Length	Full-time; Minimum number of years: 4 Maximum number of years: 6
Start date of Validity Period	1 September 2016
End date of Validity Period	31 August 2021
Number of Enrolments	One enrolment per year
Maximum Number of New Students	Year 1 Entry – 135 per year Year 2 Entry – 25 per year Year 3 Entry – 110 per year
Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	18 Chui Ling Road, Tseung Kwan O, New Territories

2.1.1 Recommendations

- (a) The Institute should modernise the Information Systems curriculum to reflect the latest industry trends.
- (b) The Institute should review the programme intended learning outcomes of the Marketing and Event Management stream to make them more realistic in relation to the curriculum content and students' learning outcomes.
- (c) The Institute should carefully consider the sequencing of the Accountancy subjects when fulfilling the exemption requirements of non-accounting professional bodies.
- (d) The Institute should reconsider the scope of External Examiners' duties to facilitate their ascertainment of the standard of the Programme's assessments.
- (e) The Institute should review the Terms of Reference and Composition of the Programme Committee to bridge the gap between procedural specifications and implementation.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- To provide students with a broad learning experience for their intellectual development as future professionals in the respective fields
- To enhance students' integrity and capacity for personal development as ethical and caring persons who can make informed decisions in their future careers and personal lives

3.2 Programme Intended Learning Outcomes

Overarching PILOs

- Integrate and apply a broad range of knowledge vital to the business environment
- Apply problem-solving and analytical skills to decision-making and management
- Apply ethical reasoning and critical thinking in the performance of personal and professional responsibilities

- Communicate effectively in formal and informal settings
- Produce professional documents to a good standard
- Demonstrate teamwork and self-management skills in their learning for further development as a lifelong learner
- Demonstrate broad perceptual and conceptual horizons and knowledge of life and a global perspective

Major-specific PILOs

ACC

- Describe and explain conceptual and practical aspects of various mainstream accounting disciplines
- Explain, analyse and apply rules and regulations issued by relevant authorities
- Demonstrate and apply ethical concepts in various mainstream accounting disciplines

CM

- Comprehend and apply accounting, taxation, finance, information systems and administrative knowledge in managing firms' resources in achieving organisational goals
- Demonstrate the knowledge and skills in planning, implementing and monitoring business strategies that are required for effective corporate management
- Analyse the legal and compliance aspects involved in company matters and demonstrate comprehensive knowledge of principles relating to good corporate governance and administration

IS

- Design information systems with appropriate processes and components in analysing and modelling business and organisational requirements
- Utilise appropriate IT skills, tools and applications to develop solutions for business or infrastructure problems
- Apply appropriate technologies and project management skills in management and development of IT and business projects

MEM

- Analyse the internal and external environment in the global marketplace to identify key issues in marketing or event management
- Apply principles, theories and models of marketing to develop marketing mix strategies and implement integrated marketing strategies in global market
- Integrate event management theories to develop and implement strategies for various functions and conventions in the marketplace

HM

- Integrate and apply management principles and concepts to daily hotel and tourism operations
- Analyse various management issues and formulate strategic plans for enhancing hotel business
- Apply theories to develop hotel strategic planning for business growth and expansion to match changing environment

Minor-specific PILOs

CSRBE

- Recognise the social, economic, environmental and ethical issues in current business operations
- Apply knowledge in ethical decision-making and corporate social responsibility projects

MKT

- Demonstrate the ability to understand the sales and marketing operations
- Apply principles and theories of marketing to assist the implementation of integrated marketing strategies

3.3 Programme Structure

Programme Components	No. of Courses (credits)				Total Credits
	Year 1	Year 2	Year 3	Year 4	
BBA Courses (~57-64%)					75-84
BBA Programme Core	3	6	1	2	36
BBA Major Stream Core	-	-	6-8	3-5	27-39
BBA Elective	-	0/1	0-2	1-4	3-21
General Education (~14-20%)					18-27
Required	2	1	1	-	12
Elective	1	0/1	0/1	0-2	6-15
Language and Communication (~18%-25%)					24-33
Required	4	2	1	1	24
Elective	-	0/1	0/1	0/1	0-9
Quantitative and IT Skills (4.5%)	1	1	-	-	6
Total	11 (33)	11 (33)	11 (33)	11 (33)	132

3.4 Graduation Requirements

- Completed 132 credits as prescribed by the Programme;
- Obtained a cumulative Grade Point Average (GPA) of at least 2.0 (2.2 or above for degree with honours);
- Completed the three non-credit-bearing courses prescribed by the Programme; and
- Students of the MEM and HM streams are required to study a third foreign language via a language elective course.

3.5 Admission Requirements

Year 1 Entry

- Obtained Level 3 in Chinese Language and English Language, Level 2 in Mathematics and Liberal Studies in the Hong Kong Diploma of Secondary Education (HKDSE) Examination; applicants' performance in two elective HKDSE subjects will be considered as bonus point in the selection process; or
- Successfully completed a recognised Pre-associate Degree programme with a GPA 2.5 or above; or
- Mature applicants of at least 21 years of age on 1 September of the year of admission, with suitable working experience and academic background; or
- Obtained a qualification equivalent to (a) or (b) above.

Year 2 Entry

- Successfully completed a non-business Associate Degree (AD) / Higher Diploma (HD) programme; or
- Successfully completed a programme pitched at QF Level 4 and approved by the Institute; or
- Obtained a qualification equivalent to (a) or (b) above.

Year 3 Entry

- Successfully completed a relevant AD/HD programme in business or related area; or
- Successfully completed a QF Level 4 programme in business or related area and approved by the Institute; or
- Obtained a qualification equivalent to (a) or (b) above.

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 changes 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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File Reference: 49/15/02

Graduate Profile of Bachelor of Business Administration (Honours)

Qualification Title	Bachelor of Business Administration (Honours) 工商管理榮譽學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study / Training	Services
Sub-area (Other Area of Study and Training)	MICE and Event Management
Programme Objectives	<p>The Programme aims to produce responsible and respectable graduates who are academically and professionally educated in the respective business disciplines and can fulfil the role of making contributions to society. The Programme Objectives are:</p> <ol style="list-style-type: none"> 1 To provide students with a broad learning experience for their intellectual development as future professionals in the respective fields; and 2 To enhance students' integrity and capacity for personal development as ethical and caring persons who can make informed decisions in their future careers and personal lives.
Programme Intended Learning Outcomes	<p>Graduates are expected to attain the following Programme Intended Learning Outcomes upon completion of the Programme:</p> <ol style="list-style-type: none"> 1 Integrate and apply a broad range of knowledge vital to the business environment; 2 Apply problem-solving and analytical skills to decision-making and management; 3 Apply ethical reasoning and critical thinking in the performance of personal and professional responsibilities;

	<p>4 Communicate effectively in formal and informal settings;</p> <p>5 Produce professional documents to a good standard;</p> <p>6 Demonstrate teamwork and self-management skills in their learning for further development as a lifelong learner; and</p> <p>7 Demonstrate broad perceptual and conceptual horizons and knowledge of life and a global perspective.</p> <p><u>Accountancy Major Stream</u></p> <p>8A Describe and explain conceptual and practical aspects of various mainstream accounting disciplines;</p> <p>9A Explain, analyse and apply rules and regulations issued by relevant authorities; and</p> <p>10A Demonstrate and apply ethical concepts in various mainstream accounting disciplines.</p> <p><u>Corporate Management Major Stream</u></p> <p>8B Comprehend and apply accounting, taxation, finance, information systems and administrative knowledge in managing firms' resources in achieving organisational goals;</p> <p>9B Demonstrate the knowledge and skills in planning, implementing and monitoring business strategies that are required for effective corporate management; and</p> <p>10B Analyse the legal and compliance aspects involved in company matters and demonstrate comprehensive knowledge of principles relating to good corporate governance and administration.</p> <p><u>Information Systems Major Stream</u></p> <p>8C Design information systems with appropriate processes and components in analysing and modelling business and organisational requirements;</p>
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	<p>9C Utilise appropriate IT skills, tools and applications to develop solutions for business or infrastructure problems; and</p> <p>10C Apply appropriate technologies and project management skills in management and development of IT and business projects.</p> <p><u>Marketing and Event Management Major Stream</u></p> <p>8D Analyse the internal and external environment in the global marketplace to identify key issues in marketing or event management;</p> <p>9D Apply principles, theories and models of marketing to develop marketing mix strategies and implement integrated marketing strategies in global market; and</p> <p>10D Integrate event management theories to develop and implement strategies for various functions and conventions in the marketplace.</p> <p><u>Hotel Management Major Stream</u></p> <p>8E Integrate and apply management principles and concepts to daily hotel and tourism operations;</p> <p>9E Analyse various management issues and formulate strategic plans for enhancing hotel business; and</p> <p>10E Apply theories to develop hotel strategic planning for business growth and expansion to match changing environment.</p> <p><u>Corporate Social Responsibility and Business Ethics Minor Stream</u></p> <p>11F Recognise the social, economic, environmental and ethical issues in current business operations; and</p> <p>11F Apply knowledge in ethical decision-making and corporate social responsibility projects.</p> <p><u>Marketing Minor Stream</u></p> <p>12G Demonstrate the ability to understand the sales and marketing operations; and</p>
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	12G Apply principles and theories of marketing to assist the implementation of integrated marketing strategies.
Education Pathways	The Programme will equip students with the knowledge, skills and academic qualifications to undertake local or overseas postgraduate degree programmes in business administration or related areas.
Employment Pathways	<p>Graduates of the Accountancy major stream may start their career as junior accountants and credit control officers, junior auditors and wealth management trainees in public accounting firms, government departments, commercial and industrial organisations and non-profit organisations. At the same time, they will go through the <i>qualification programme</i> of professional accounting bodies. After becoming a certified accountant, they could be promoted to senior accountants, managers and eventually directors or partners.</p> <p>Graduates of the Corporate Management major stream may start as company secretarial assistants, administrative and accounting assistants, client services executives, compliance officers, executive secretaries and personal assistants in private and public sectors. After qualifying for the Hong Kong Institute of Chartered Secretaries, they could become senior company secretarial officer and eventually company secretaries.</p> <p>Graduates of the Information Systems major stream may start as application developer associates, applications systems specialists, business systems specialists, information technology specialists, software specialists and systems administrator specialists in financial services, consulting firms and other business sectors. After gaining sufficient relevant experience, they could become senior management of Information Systems department.</p> <p>Graduates of the Marketing and Event Management major stream may start as account executives, administrative assistants, business development assistants, customer service executives, event management coordinators, marketing executives, sales executives and customer relations officers in the event industry as well as in the sales and marketing sector. After gaining sufficient relevant experience, they could become management of sales and marketing fields or in the event industry.</p>

	<p>Graduates of the Hotel Management major stream may start as Food and Beverage assistants, front desk assistants, guest service agents, hotel management trainees and corporate sales executives in hotels, resorts and other hospitality industries. After gaining sufficient relevant experience, they could be promoted to leading positions of different departments in hotels or related hospitality firms.</p>
<p>Minimum Admission Requirements</p>	<p><u>Year 1 Entry</u></p> <p>(a) Obtained Level 3 in Chinese Language and English Language, and Level 2 in Mathematics and Liberal Studies in the Hong Kong Diploma of Secondary Education (HKDSE) Examination; applicants' performance in two elective HKDSE subjects will be considered as bonus point in the selection process; or</p> <p>(b) Successfully completed a recognised Pre-associate Degree programme with a GPA 2.5 or above; or</p> <p>(c) Mature applicants of at least 21 years of age on 1 September of the year of admission, with suitable working experience and academic background; or</p> <p>(d) Obtained a qualification equivalent to (a) or (b) above.</p> <p><u>Year 2 Entry</u></p> <p>(a) Successfully completed a non-business Associate Degree (AD) / Higher Diploma (HD) programme; or</p> <p>(b) Successfully completed programme pitched at QF Level 4 and approved by the Institute; or</p> <p>(c) Obtained a qualification equivalent to (a) or (b) above.</p> <p><u>Year 3 Entry</u></p> <p>(a) Successfully completed a relevant AD/HD programme in business or related area; or</p> <p>(b) Successfully completed a QF Level 4 programme in business or related area and approved by the Institute; or</p> <p>(c) Obtained a qualification equivalent to (a) or (b) above.</p>
<p>Operator</p>	<p>Caritas Institute of Higher Education 明愛專上學院</p>