



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

## **SUMMARY ACCREDITATION REPORT**

**TUNG WAH COLLEGE**

**LEARNING PROGRAMME ACCREDITATION**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) IN ENTREPRENEURSHIP AND  
MANAGEMENT**

**FEBRUARY 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 Tung Wah College (the College) was incorporated in 2010 as a wholly-owned subsidiary of Tung Wah Group of Hospitals and operates independently as a privately-funded tertiary education institution.
- 1.2 The College underwent an Institutional Review by HKCAAVQ for the purpose of seeking registration under the Post Secondary Colleges Ordinance (Cap 320) in September 2010. The College was subsequently registered under Cap 320 as a Bachelor degree awarding institution and launched its first degree programme, the Bachelor of Business Administration (Honours) Programme, in the 2011/12 academic year. The College is now operating Bachelor and sub-degree programmes in the areas of business administration, health sciences and social sciences.
- 1.3 HKCAAVQ was commissioned by the College to conduct a learning programme accreditation exercise with the following Terms of Reference:
  - (a) To conduct an accreditation test as provided for in the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) (Cap 592) to determine whether the Bachelor of Business Administration (Honours) in Entrepreneurship and Management Programme of Tung Wah College meets the stated objectives and Qualifications Framework (QF) standard and can be offered as an accredited programme from the 2016/17 academic year; and
  - (b) To issue to the College an accreditation report setting out the HKCAAVQ's determination in relation to (a) above.
- 1.4 A site visit took place on 10 to 11 December 2015.

## 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 Accreditation

Approval

<b>Name of Operator</b>	Tung Wah College 東華學院
<b>Name of Award Granting Body</b>	Tung Wah College 東華學院
<b>Title of Learning Programme</b>	Bachelor of Business Administration (Honours) in Entrepreneurship and Management 創業與管理學工商管理(榮譽)學士
<b>Title of Qualification [Exit Award]</b>	Bachelor of Business Administration (Honours) in Entrepreneurship and Management 創業與管理學工商管理(榮譽)學士
<b>Primary Area of Study and Training</b>	Business and Management, General
<b>Other Area of Study and Training</b>	Not applicable
<b>QF Level</b>	Level 5
<b>QF Credits</b>	540
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 4 years
<b>Intermediate Exit Award</b>	Not applicable
<b>Start Date of Validity Period</b>	1 September 2016
<b>End Date of Validity Period</b>	31 August 2021
<b>Number of Enrolment(s)</b>	One enrolment per year

<b>Maximum Number of New Students</b>	Year 1 Entry – 60 per year Year 3 Entry – 30 per year
<b>Specification of Competency Standards-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Specification of Generic (Foundation) Competencies-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Address of Teaching / Training Venue(s)</b>	(1) Nos. 90A & 98, Shantung Street, Mongkok, Kowloon (2) 31 Wylie Road, Homantin, Kowloon

### 2.1.1 Recommendations

- (a) The College should review the design of the graduate survey questionnaire and include programme-specific questions for evaluating the effectiveness of the Programme.
- (b) The College should consider enhancing the staff profile through recruitment of additional academic staff with expert knowledge and practical experience in entrepreneurship.

## 3. Programme Details

The following programme information is provided by the College.

### 3.1 Programme Objectives

- providing students with the principles, techniques and skills used for organizing, planning, managing, and leading with business organisations in both entrepreneurial and intrapreneurial settings;
- providing students with an understanding of ethical, legal and social responsibility in both entrepreneurial and intrapreneurial settings;
- equipping students with the ability to think critically, to communicate effectively, and to analyse and understand multidisciplinary business practices in both entrepreneurial and intrapreneurial settings, with a view to solving business and entrepreneurial problems; and

- preparing students to pursue professional business management career, create and manage their own business, or pursue graduate-level business management education.

### 3.2 Programme Intended Learning Outcomes

- use critical thinking skills to analyse and solve entrepreneurial and intrapreneurial problems;
- apply professional and effective communication skills and develop an ability to work effectively in teams;
- evaluate the legal, social and economic environments of entrepreneurship and intrapreneurship;
- apply fundamental concepts and principles in business management in identifying and evaluating business and entrepreneurial opportunities and in preparing new business plans;
- apply knowledge of business functions in an integrated manner in entrepreneurial and intrapreneurial settings; and
- use specialized knowledge to manage people, processes, and resources within organisations.

### 3.3 Programme Structure

	No. of Fundamental business courses	No. of Discipline courses	No. of English courses	No. of Chinese courses	No. of GE courses	Total
Year 1	5	0	2	1	2	<b>10</b>
Year 2	5	2	1	0	2	<b>10</b>
Year 3	2	6	1	0	1	<b>10</b>
Year 4	1	7	1	0	1	<b>10</b>
<b>Total</b>	<b>13</b>	<b>15</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>40</b>

	No. of courses	No. of credits
General education courses	6	18
Language courses	6	18
Fundamental business courses	13	39
Business management courses	5	15
Entrepreneurship courses	8	24
Discipline elective courses	2	6
<b>Total</b>	<b>40</b>	<b>120</b>

### 3.4 Graduation Requirements

- To be eligible for the award of Bachelor of Business Administration (Honours) in Entrepreneurship and Management, students are required to have:
  - (a) Completed and obtained a GPA of 1.0 or above in all courses of the Programme;
  - (b) Completed the required credit units as prescribed and obtained a Graduation GPA of 2.0 or above;
  - (c) Passed the graduation project / internship / practicum / Work-integrated Learning Programme (WILP), if any, as prescribed;
  - (d) Completed the Community Service programme; and
  - (e) Attained a valid score of 6.0 in IELTS or equivalent.

### 3.5 Admission Requirements

#### Year 1 Entry

- Hong Kong Diploma of Secondary Education (HKDSE) Level 3 in Chinese Language\* and English Language and Level 2 in Mathematics and Liberal Studies, plus Level 2 in one Elective/Applied Learning Subject; OR
- Hong Kong Advanced Level Examination (HKALE) passes in Advanced Supplementary Level (AS) Use of English and AS Chinese Language & Culture, plus a pass in one Advanced Level (AL) subject or passes in two AS subjects; AND Hong Kong Certificate of Education Examination (HKCEE) five passes including English Language and Chinese Language; OR
- HKALE passes in AS Use of English and AS Chinese Language & Culture, plus a pass in one AL subject, or passes in two AS subjects; AND HKCEE Level 2 in English Language and Chinese Language, plus passes in three other subjects; OR

- A minimum score of 28 in International Baccalaureate (IB) Diploma AND fulfil the following English language requirements:
  - (a) Grade 4 or higher in the Higher Level English Language (B Syllabus); or
  - (b) Grade 5 or higher in the Standard Level English Language (B Syllabus); or
  - (c) Grade 4 or higher in the Higher or Standard Level English Language (A1 or A2 Syllabus); or
  - (d) Grade 4 or higher in the Standard Level English - Text and Performance; or
  - (e) Grade 4 or higher in the Standard Level English - Literature and Performance (A1 Syllabus); OR
  
- An equivalent qualification; OR

*\* Remarks: An “Attained” and an “Attained with Distinction” in HKDSE Applied Learning Chinese are accepted in place of the HKDSE Chinese Language for the admission to the Programme for non-Chinese speaking applicants.*

### Year 3 Entry

- Satisfactory completion of an Associate Degree (AD) or Higher Diploma (HD) Programme in relevant subjects or disciplines with GPA 2.5 or above; OR
  
- An equivalent qualification.

### Non-standard Entry

A maximum of 5% of the students can be admitted through non-standard entry. The College may consider granting non-standard entry to applicants for the Programme who do not meet the standard admission requirements, but come with maturity, work experience and motivation to learn. It will be a case-by-case assessment where applicants have to be over 25, have completed secondary schooling and have at least 3 years of working experience in related fields and satisfactorily passing an admission interview.

## 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.

Report No.: 16/14  
File Reference: 104/18/01



**Graduate Profile of Bachelor of Business Administration (Honours)  
in Entrepreneurship and Management**

Qualification Title	Bachelor of Business Administration (Honours) in Entrepreneurship and Management 創業與管理學工商管理(榮譽)學士
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study and Training	Business and Management, General
Other Area of Study and Training (if any)	Not applicable
Programme Objectives	<p>The Programme Objectives are:</p> <ul style="list-style-type: none"> <li>(a) providing students with the principles, techniques and skills used for organizing, planning, managing, and leading with business organizations in both entrepreneurial and intrapreneurial settings;</li> <li>(b) providing students with an understanding of ethical, legal and social responsibility in both entrepreneurial and intrapreneurial settings;</li> <li>(c) equipping students with the ability to think critically, to communicate effectively, and to analyse and understand multidisciplinary business practices in both entrepreneurial and intrapreneurial settings, with a view to solving business and entrepreneurial problems; and</li> <li>(d) preparing students to pursue professional business management career, create and manage their own business, or pursue graduate-level business management education.</li> </ul>
Programme Intended Learning Outcomes	<p>Upon completion of the Programme, graduates are expected to be able to:</p> <ul style="list-style-type: none"> <li>(a) use critical thinking skills to analyse and solve entrepreneurial and intrapreneurial problems;</li> </ul>

	<p>(b) apply professional and effective communication skills and develop an ability to work effectively in teams;</p> <p>(c) evaluate the legal, social, and economic environments of entrepreneurship and intrapreneurship;</p> <p>(d) apply fundamental concepts and principles in business management in identifying and evaluating business and entrepreneurial opportunities and in preparing new business plans;</p> <p>(e) apply knowledge of business functions in an integrated manner in entrepreneurial and intrapreneurial settings; and</p> <p>(f) use specialized knowledge to manage people, processes, and resources within organizations.</p>
Education Pathways	<p>Graduates of the Bachelor of Business Administration (Honours) in Entrepreneurship and Management Programme are qualified to be articulated into post-graduate level business programmes in local or overseas institutions.</p>
Employment Pathways	<p>Graduates of the Bachelor of Business Administration (Honours) in Entrepreneurship and Management Programme are expected to set up their own businesses and work independently as small business owners, e-Commerce entrepreneurs, or even work at home as an independent business operator.</p> <p>If some of the graduates wish to seek employment and obtain sufficient experience before they consider setting up their own businesses, they can be employed as management trainee, junior business consultant, management analysts, and new venture developer in various types of business organisations. They are expected to be capable of serving in the following sectors in the society of Hong Kong:</p> <p>(a) Government sector  (b) Commercial/Industrial sectors  (c) Non-profit sector</p>
Minimum Admission Requirements	<p><u>Year 1 Entry</u></p> <p>(a) Hong Kong Diploma of Secondary Education (HKDSE) Level 3 in Chinese Language* and English Language and Level 2 in Mathematics and Liberal Studies, plus Level 2 in one Elective/Applied Learning Subject; OR</p>

(b) Hong Kong Advanced Level Examination (HKALE) passes in Advanced Supplementary Level (AS) Use of English and AS Chinese Language & Culture, plus a pass in one Advanced Level (AL) subject or passes in two AS subjects; AND Hong Kong Certificate of Education Examination (HKCEE) five passes including English Language and Chinese Language; OR

(c) HKALE passes in AS Use of English and AS Chinese Language & Culture, plus a pass in one AL subject, or passes in two AS subjects; AND HKCEE Level 2 in English Language and Chinese Language, plus passes in three other subjects; OR

(d) A minimum score of 28 in International Baccalaureate (IB) Diploma AND fulfil the following English language requirements:

- Grade 4 or higher in the Higher Level English Language (B Syllabus); or
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- Grade 4 or higher in the Higher or Standard Level English Language (A1 or A2 Syllabus); or
- Grade 4 or higher in the Standard Level English - Text and Performance; or
- Grade 4 or higher in the Standard Level English - Literature and Performance (A1 Syllabus); OR

(e) An equivalent qualification; OR

*\* Remarks: An "Attained" and an "Attained with Distinction" in HKDSE Applied Learning Chinese are accepted in place of the HKDSE Chinese Language for the admission to the Programme for non-Chinese speaking applicants.*

#### Year 3 Entry

(a) Satisfactory completion of an Associate Degree (AD) or Higher Diploma (HD) Programme in relevant subjects or disciplines with GPA 2.5 or above; OR

(b) An equivalent qualification.

	<p><u>Non-standard Entry</u></p> <p>A maximum of 5% of the students can be admitted through non-standard entry. The College may consider granting non-standard entry to applicants for the Programme who do not meet the standard admission requirements, but come with maturity, work experience and motivation to learn. It will be a case-by-case assessment where applicants have to be over 25, have completed secondary schooling and have at least 3 years of working experience in related fields and satisfactorily passing an admission interview.</p>
Operator	<p>Tung Wah College 東華學院</p>