



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 ACCREDITATION

**(I) BACHELOR OF SOCIAL SCIENCES (HONOURS)
IN ASIAN STUDIES**

**(II) BACHELOR OF ARTS (HONOURS) IN APPLIED AND
HUMAN-CENTRED COMPUTING**

DECEMBER 2015

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

1. Introduction

- 1.1 Hang Seng Management College (HSMC) was registered under the Post Secondary Colleges Ordinance (Cap 320) in 2010, and started to offer bachelor degree programmes in September 2010. HSMC 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.
- 1.2 For this learning programme accreditation exercise, HKCAAVQ formed two Panels, the BSS-AS Panel for the Bachelor of Social Sciences (Hons) in Asian Studies (BSS-AS) programme, and the BA-AHCC Panel for the Bachelor of Arts (Hons) in Applied and Human-Centred Computing (BA-AHCC) programme.
- 1.3 A site visit took place on 7-9 October 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

Name of Operator(s)	Hang Seng Management College 恒生管理學院
Name of Award Granting Body	Hang Seng Management College 恒生管理學院

Title of Learning Programme	Bachelor of Social Sciences (Honours) in Asian Studies 亞洲研究（榮譽）社會科學學士	Bachelor of Arts (Honours) in Applied and Human-Centred Computing 應用及人本計算學（榮譽）文學士
Title of Qualification(s) [Exit Award(s)]	Bachelor of Social Sciences (Honours) in Asian Studies 亞洲研究（榮譽）社會科學學士	Bachelor of Arts (Honours) in Applied and Human-Centred Computing 應用及人本計算學（榮譽）文學士
Primary Area of Study / Training	Social Sciences	Computing and Information Technology
Other Area of Study / Training	Arts, Humanities, Liberal Studies and General Studies	
Industry	Not Applicable	
Branch	Not Applicable	
QF Level	Level 5	
QF Credits	Not Applicable	
Mode(s) of Delivery and Programme Length	Full-time, 4 years	
Intermediate Exit Award(s)	Not Applicable	
Start Date of Validity Period	1 September 2016	
End Date of Validity Period	31 August 2021	
Number of Enrolment(s)	One enrolment per year	
Maximum Number of New Students	Year 1 entry: 60 Year 2 entry: 5 (for 2017/18 and after) Year 3 entry: 10 (for 2018/19 and after)	Year 1 entry: 60 Year 3 entry: 30
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Specification of Generic (Foundation) Competencies-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Other Specific Condition(s) of Approval	Not applicable
Special Notes to be included on the QR	Not applicable
Address of Teaching / Training Venue(s)	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

2.1.1 Recommendations

BA-AHCC

HSMC should revise the Senior Project Handbook to include the requirement that the Senior Project should focus on the development of a human-centred software solution that requires integration of multiple disciplines.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

BSS-AS

- encourage students to think independently and creatively, and to become autonomous learners for life-long learning;
- cultivate students' interpersonal and communication skills in preparation for them to take up leading roles in their careers;
- instill students a strong sense of social responsibility and high commitment to be upright citizens and appreciate cultural diversity in multi-cultural contexts;

- provide students with a solid foundation of the theoretical and practical knowledge required in the area of social sciences in Asian contexts;
- enhance students' global and Asian awareness through comparing similarities and differences among countries inside and outside Asia;
- nurture students' analytical skills through exploring various contemporary problems and consolidating their knowledge of Asian societies; and
- hone students' critical research and problem solving skills to devise innovative solutions in intellectual and professional Asian contexts.

BA-AHCC

- To develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment;
- To cultivate students' interpersonal and communication skills in preparation for them to take up leading roles in their careers;
- To encourage students to learn independently and think critically, and to become autonomous learners for life-long learning;
- To provide students with a solid foundation of the conceptual, theoretical and practical knowledge in the field of software development, supplemented with knowledge from arts, humanities and business;
- To develop students' ability to produce efficient and reliable software solutions;
- To develop students' ability to produce human-centred user experience designs with visual appeal, functionality and user-friendliness; and
- To enhance students' awareness of art, culture and marketing in user experience designs.

3.2 Programme Intended Learning Outcomes

BSS-AS

- critically analyse and explore complex information, ideas and concepts and take different perspectives to solve problems independently;
- possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaborations;
- evaluate own contributions and responsibilities in becoming responsible employees in a multi-cultural environment;
- analyse the social, political, cultural, historical and economic transformations in Asian societies;
- evaluate transformation patterns of Asian regions and beyond;
- apply theories, concepts and research methodologies in social sciences to examine issues, situations and problems in Asian contexts; and
- conduct research on issues and problems of Asian societies from multidisciplinary perspectives.

BA-AHCC

- Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;
- Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;
- Learn independently and think critically, and manage independent lifelong learning;
- Apply knowledge and theories to solving problems in the software, business and creative industries;
- Produce efficient and reliable software solutions with good documentation practice;

- Produce human-centred user experience designs with visual appeal, functionality and user-friendliness; and
- Take into account art, culture and marketing considerations in the user experience designs.

3.3 Programme Structure

BSS-AS

Study area	Core (credits)	Elective (Credits)	Total (Credits)	% of curriculum
Asian Studies	8(24)	11*/12(36)	19*/20(60)	50%
Common Core Curriculum				
(i) General Education	1(3)	6(18)	7(21)	17.5%
(ii) Languages				
Chinese	3(9)	-	3(9)	7.5%
English	3(9)	-	3(9)	7.5%
(iii) Quantitative Methods & IT Skills	2(6)	-	2(6)	5%
Business Education	2(6)	-	2(6)	5%
Free Electives		3(9)	3(9)	7.5%
Total	19(57)	20/21(63)	39/40(120)	100%

*For students choosing the Senior Thesis in the final year

BA-AHCC

Study area	Core (credits)	Elective (Credits)	Total (Credits)	% of curriculum
Applied and Human-Centred Computing	17 (54)	6 (18)	23 (72)	57%
Common Core Curriculum				
(i) General Education	1 (3)	6 (18)	7 (21)	17%
(ii) Languages				
Chinese	3 (9)	-	3 (9)	7%
English	3 (9)	-	3 (9)	7%
(iii) Quantitative Methods & IT Skills	1 (3)	-	1 (3)	2%
Business Education	2 (6)	-	2 (6)	5%
Free Electives	-	2 (6)	2 (6)	5%
Total	27 (84)	14 (42)	41 (126)	100%

3.4 Graduation Requirements

BSS-AS

- Completed and obtained a Grade D or above on at least 120 credits (40* modules), including all core modules;
- Obtained a cumulative GPA of at least 2.0;
- Fulfilled the language competency exit requirement;
- Passed the Information Technology Proficiency Test;
- Fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme; and
- Fulfilled the overseas learning experience requirement.

*39 modules if students choose to take the 6-credit Senior Thesis

BA-AHCC

- Completed and obtained a Grade D or above on at least 126 credits (41 modules), including all core modules;
- Obtained a cumulative GPA of at least 2.0;
- Fulfilled the language competency exit requirement;
- Fulfilled the Information Technology competency exit requirement (including the Information Technology Proficiency Test and 2 compulsory IT workshops); and
- Fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme.

3.5 Admission Requirements

For Both Programmes

- The minimum entrance requirements for admission of Year 1 students on Standard Entry are as follows:

- (a) Hong Kong Diploma of Secondary Education (HKDSE) Examination
 - Level 3 or above in Chinese Language and English Language
 - Level 2 or above in Mathematics, Liberal Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination

- (b) Hong Kong Advanced Level (HKAL) Examination
 - Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects in Hong Kong Advanced Level Examination AND 5 passes in Hong Kong Certificate of Education (HKCE) Examination (including Chinese Language, English Language and Mathematics)

- (c) International Baccalaureate Diploma Programme
 - 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 IB Diploma

- (d) SAT Qualification
 - A minimum of 1650 on SAT Reasoning Test
 - Pass all subjects in their Secondary School Examination

- Besides normal entry for admission of Year 1 students, HSMC has policies that govern non-standard entry, module exemption and credit transfer, and stipulate, among others, that (i) for non-standard entry the quota which includes mature applicants is no more than 5% of the total intake on a programme basis, and no more than 3% on an institutional basis; and (ii) the maximum number of credit units transferred shall not exceed 50% of the total credit units of a programme.

BSS-AS

- The minimum entrance requirements for admission of Year 2 and Year 3 students on Standard Entry are as follows:
 - An Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum overall GPA of 2.5 and 2.8 for Year 2 and 3 entry respectively

BA-AHCC

- The minimum entrance requirements for admission of Year 3 students on Standard Entry are as follows:
 - An Associate Degree or Higher Diploma from a recognised institution in Information Technology, Computer Studies, Computing, Information Engineering, Communication Engineering, Computer Engineering or other similar disciplines, with a minimum overall GPA of 2.5 or above

3.6 Graduate Profile

- Please refer to Appendices 1 and 2.

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.: 15/291
File Reference: 56/15/01

Graduate Profile of Bachelor of Social Sciences (Honours) in Asian Studies

Qualification Title (in English and Chinese, if applicable)	Bachelor of Social Sciences (Honours) in Asian Studies 亞洲研究（榮譽）社會科學學士
Qualification Type (e.g. Bachelor Degree)	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Social Sciences
Other Area of Study / Training (if any)	Arts, Humanities, Liberal Studies and General Studies
Programme Objectives	<ul style="list-style-type: none">(a) encourage students to think independently and creatively, and to become autonomous learners for life-long learning;(b) cultivate students' interpersonal and communication skills in preparation for them to take up leading roles in their careers;(c) instill students a strong sense of social responsibility and high commitment to be upright citizens and appreciate cultural diversity in multi-cultural contexts;(d) provide students with a solid foundation of the theoretical and practical knowledge required in the area of social sciences in Asian contexts;(e) enhance students' global and Asian awareness through comparing similarities and differences among countries inside and outside Asia;(f) nurture students' analytical skills through exploring various contemporary problems and consolidating their knowledge of Asian societies; and(g) hone students' critical research and problem solving skills to devise innovative solutions in intellectual and professional Asian contexts.

<p>Programme Intended Learning Outcomes</p>	<p>(a) critically analyse and explore complex information, ideas and concepts and take different perspectives to solve problems independently;</p> <p>(b) possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaborations;</p> <p>(c) evaluate own contributions and responsibilities in becoming responsible employees in a multi-cultural environment;</p> <p>(d) analyse the social, political, cultural, historical and economic transformations in Asian societies;</p> <p>(e) evaluate transformation patterns of Asian regions and beyond;</p> <p>(f) apply theories, concepts and research methodologies in social sciences to examine issues, situations and problems in Asian contexts; and</p> <p>(g) conduct research on issues and problems of Asian societies from multidisciplinary perspectives.</p>	
<p>Education Pathways</p>	<p>Master of Arts/Science in Area Studies Master of Public Affairs/ Master of Social Science in Public Policy Master of Arts/Social Sciences in Sociology Postgraduate Diploma in Education (Liberal Studies)</p>	
<p>Employment Pathways</p>	<p>Social Service</p> <p>Politics</p> <p>Administrative</p> <p>Education</p> <p>Cultural</p>	<p>Project or Programme Assistants in social enterprises, community organisations, international or regional NGOs</p> <p>Research Assistants in think tanks; Project Officers in political parties</p> <p>Civil Servants, Administrative Assistants of schools or companies</p> <p>Teaching Assistants or Teachers at primary or secondary schools after obtaining the Postgraduate Diploma in Education</p> <p>Promotion Executives in cultural and tourism Industries</p>

	Business	Management Trainees in multinational corporations
Minimum Admission Requirements	<p>The minimum entrance requirements for admission of Year 1 students on Standard Entry are as follows:</p> <p>(a) Hong Kong Diploma of Secondary Education (HKDSE) Examination</p> <ul style="list-style-type: none"> • Level 3 or above in Chinese Language and English Language • Level 2 or above in Mathematics, Liberal Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination <p>(b) Hong Kong Advanced Level (HKAL) Examination</p> <ul style="list-style-type: none"> • Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects in Hong Kong Advanced Level Examination AND 5 passes in Hong Kong Certificate of Education (HKCE) Examination (including Chinese Language, English Language and Mathematics) <p>(c) International Baccalaureate Diploma Programme</p> <ul style="list-style-type: none"> • 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 IB Diploma <p>(d) SAT Qualification</p> <ul style="list-style-type: none"> • A minimum of 1650 on SAT Reasoning Test • Pass all subjects in their Secondary School Examination <p>The minimum entrance requirements for admission of Year 2 and Year 3 students on Standard Entry are as follows:</p> <ul style="list-style-type: none"> • An Associate Degree or Higher Diploma in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum overall GPA of 2.5 and 2.8 for Year 2 and 3 entry respectively 	
Operator (in English and Chinese, if applicable)	<p>Hang Seng Management College 恒生管理學院</p>	

Graduate Profile of Bachelor of Arts (Honours) in Applied and Human-Centred Computing

Qualification Title (in English and Chinese, if applicable)	Bachelor of Arts (Honours) in Applied and Human-Centred Computing 應用及人本計算學（榮譽）文學士
Qualification Type (e.g. Bachelor Degree)	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Computing and Information Technology
Other Area of Study / Training (if any)	Arts, Humanities, Liberal Studies and General Studies
Programme Objectives	<p>(a) To develop students' creativity, critical thinking, analytical ability and problem-solving skills in a multi-disciplinary environment;</p> <p>(b) To cultivate students' interpersonal and communication skills in preparation for them to take up leading roles in their careers;</p> <p>(c) To encourage students to learn independently and think critically, and to become autonomous learners for life-long learning;</p> <p>(d) To provide students with a solid foundation of the conceptual, theoretical and practical knowledge in the field of software development, supplemented with knowledge from arts, humanities and business;</p> <p>(e) To develop students' ability to produce efficient and reliable software solutions;</p> <p>(f) To develop students' ability to produce human-centred user experience designs with visual appeal, functionality and user-friendliness; and</p> <p>(g) To enhance students' awareness of art, culture and marketing in user experience designs.</p>

<p>Programme Intended Learning Outcomes</p>	<p>(a) Address professional and personal challenges through the application of multi-disciplinary knowledge acquired;</p> <p>(b) Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;</p> <p>(c) Learn independently and think critically, and manage independent lifelong learning;</p> <p>(d) Apply knowledge and theories to solving problems in the software, business and creative industries;</p> <p>(e) Produce efficient and reliable software solutions with good documentation practice;</p> <p>(f) Produce human-centred user experience designs with visual appeal, functionality and user-friendliness;</p> <p>(g) Take into account art, culture and marketing considerations in the user experience designs.</p>	
<p>Education Pathways</p>	<p>Master of Arts/Science in Computing/Computer Science Master of Information Systems</p>	
<p>Employment Pathways</p>	<p>Creative Industry</p> <p>Software Company</p> <p>Education</p>	<p>Mobile apps designer, interface designer, video game developer, Computer graphics designer, and entrepreneur</p> <p>Multimedia systems analyst and web developer, analyst programmer, and entrepreneur</p> <p>Teacher at primary or secondary schools after obtaining the Postgraduate Diploma in Education; lecturers or professors after obtaining Master Degrees and Doctoral Degrees</p>
<p>Minimum Admission Requirements</p>	<p>The minimum entrance requirements for admission of Year 1 students on Standard Entry are as follows:</p> <p>(a) Hong Kong Diploma of Secondary Education (HKDSE) Examination</p> <ul style="list-style-type: none"> • Level 3 or above in Chinese Language and English Language • Level 2 or above in Mathematics, Liberal Studies and one other subject in the Hong Kong Diploma of Secondary 	

	<p>Education (HKDSE) Examination</p> <p>(b) Hong Kong Advanced Level (HKAL) Examination</p> <ul style="list-style-type: none"> • Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects in Hong Kong Advanced Level Examination AND 5 passes in Hong Kong Certificate of Education (HKCE) Examination (including Chinese Language, English Language and Mathematics) <p>(c) International Baccalaureate Diploma Programme</p> <ul style="list-style-type: none"> • 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 IB Diploma <p>(d) SAT Qualification</p> <ul style="list-style-type: none"> • A minimum of 1650 on SAT Reasoning Test • Pass all subjects in their Secondary School Examination <p>The minimum entrance requirements for admission of Year 3 students on Standard Entry are as follows:</p> <ul style="list-style-type: none"> • An Associate Degree or Higher Diploma from a recognised institution in Information Technology, Computer Studies, Computing, Information Engineering, Communication Engineering, Computer Engineering or other similar disciplines, with a minimum overall GPA of 2.5 or above
Operator (in English and Chinese, if applicable)	Hang Seng Management College 恒生管理學院