



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 RE-ACCREDITATION

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS)**

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 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. The College is now operating bachelor and sub-degree programmes in the areas of business administration, health sciences and social sciences.

1.2 Based on the Service Agreement, HKCAAVQ was commissioned by the Tung Wah College (the College) to conduct a learning programme re-accreditation exercise with the following Terms of Reference:

(a) To determine whether the Bachelor of Business Administration (Honours) Programme offered by Tung Wah College (the College) meets the stated objectives and Qualifications Framework (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 covering the named programme setting out HKCAAVQ's determination in relation to (a) above.

1.3 A site visit took place on 8 and 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 Re-accreditation

Approval

Name of Operator	Tung Wah College 東華學院
Name of Award Granting Body	Tung Wah College 東華學院
Title of Learning Programme	Bachelor of Business Administration (Honours) 工商管理學士(榮譽)
Title of Qualification (Exit Award)	Bachelor of Business Administration (Honours) 工商管理學士(榮譽)
Primary Area of Study / Training	Business & Management, General
Other Area of Study / Training	Economics, Accountancy, Finance & Investment
QF Level	Level 5
QF Credits	540
Mode of Delivery and Programme Length	Full-time, 4 years
Start Date of Validity Period	1 September 2016
End Date of Validity Period	31 August 2021
Number of Enrolment	One enrolment per year
Maximum Number of New Students	90 Year 1 students per year 40 Year 3 students per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	(1) 31 Wylie Road, Homantin, Kowloon (2) No. 90A & 98, Shantung Street, Mongkok, Kowloon

2.1.1 Requirement

The College is to conduct a review of the implementation of the Programme with respect to the following aspects:

- (a) the effectiveness of the mechanism for the improvement of admission numbers, percentage of non-standard entrants, attrition rate and graduation rate; and
- (b) quality assurance process to further strengthen the internal programme review and communication among different stakeholders.

2.1.2 The College is to submit the review report to HKCAAVQ on the fulfilment of the above requirement by 30 April 2018. (Para. 3.7.4)

2.1.3 Recommendations

- (a) The College should further strengthen the existing system to recruit, support and maximise the benefit of engaging experienced practitioners and guest speakers from the relevant industries.
- (b) The College should closely monitor the workload of teaching staff so as to allow them more time to continuously build up their research profile and/or engage in more professional development activities.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- Develop students' critical and creative thinking as well as analytical and problem solving skills;
- Enhance students' interpersonal skills, including teamwork and communication skills;
- Expand students' understanding and appreciation of other cultures and environments; and
- Provide students' with experiential learning opportunities to facilitate integration of theory and practice in the business world.

3.2 Programme Intended Learning Outcomes

- PILO1 Construct and transform learning from general education and generic studies as solid foundation in meeting the requirements and challenges of the fast-changing knowledge-based economy.
- PILO2 Use a wide range of Chinese and English communication skills, good social and interpersonal skills to promote effective business communication and management.
- PILO3 Display an awareness and understanding of the community value of non-profit organizations in terms of their mission, culture and overall impact and significance in Hong Kong.
- PILO4 Apply the general business knowledge gained to make ethical decision for the practice in one or more areas of business, for career development and continuous education, and for the pursuit of advanced knowledge.
- PILO5 Demonstrate the commitment and abilities for independent life-long learning.
- PILO6 Utilize creative and critical thinking to analyze and solve problems in handling business issues.
- PILO7 Use a range of information technology and processing skills to support learning, communication and work performance in the business world.
- PILO8 Exercise global perspective and multicultural sense at both personal and professional levels, to meet the challenges of an increasingly globalized world.
- PILO9 Apply relevant knowledge and skills in the management of for-profit and non-profit organizations.
- PILO10 Apply theoretical knowledge and analytical skills to the real world through experiential learning to gain practical exposure.

3.3 Programme Structure

	No. of courses	No. of TWC credits	No. of QF credits
General education courses	4	12	54
Generic studies course	8	24	108
Core business courses	15	45	202.5
Major courses required and elective courses	13	39	175.5
Total	40	120	540

3.4 Graduation Requirements

To be eligible for the award of BBA degree, students are required to

- complete the minimum required credit units as prescribed for the Programme with a graduation GPA (gGPA) of at least 2.0;
- achieve grade point of 1.0 or above in all courses in the Programme;
- complete the Work-integrated Learning Programme and Community Service Programme; and
- attain a valid score of 6.0 in IELTS or equivalent.

3.5 Admission Requirements

Year 1

- Obtain Level 3 for Chinese Language and English Language and Level 2 for Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 (“3322+2”) in HKDSE; OR
- Have passes in AS Use of English and AS Chinese Language & Culture plus one AL subject/two AS subjects in HKALE and five passes in HKCEE including Chinese Language and English Language; OR
- Have passes in AS Use of English and AS Chinese Language & Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR
- Equivalent qualifications.

Year 3

- Complete an Associate Degree Programme or Higher Diploma Programme of the relevant business with GPA 2.5 or above related subject / discipline; OR
- Equivalent qualifications.

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.:15/290
File Reference: 104/03/02

Graduate Profile

Qualification Title	Bachelor of Business Administration (Honours) 工商管理學士(榮譽)
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Business & Management, General
Other Area of Study/Training	Economics, Accountancy, Finance & Investment
Programme Objectives	<p>The POs are to:</p> <ul style="list-style-type: none"> (a) Develop students' critical and creative thinking as well as analytical and problem solving skills; (b) Enhance students' interpersonal skills, including teamwork and communication skills; (c) Expand students' understanding and appreciation of other cultures and environments; and (d) Provide students' with experiential learning opportunities to facilitate integration of theory and practice in the business world.
Programme Intended Learning Outcomes	<p>The nine PILOs are to enable students to:</p> <p>PILO1 Construct and transform learning from general education and generic studies as solid foundation in meeting the requirements and challenges of the fast-changing knowledge-based economy.</p> <p>PILO2 Use a wide range of Chinese and English communication skills, good social and interpersonal skills to promote effective business communication and management.</p> <p>PILO3 Display an awareness and understanding of the community value of non-profit organizations in terms of their mission, culture and overall impact and significance in Hong Kong.</p> <p>PILO4 Apply the general business knowledge gained to make ethical decision for the practice in one or more areas of business, for career development</p>

	<p>and continuous education, and for the pursuit of advanced knowledge.</p> <p>PILO5 Demonstrate the commitment and abilities for independent life-long learning.</p> <p>PILO6 Utilize creative and critical thinking to analyze and solve problems in handling business issues.</p> <p>PILO7 Use a range of information technology and processing skills to support learning, communication and work performance in the business world.</p> <p>PILO8 Exercise global perspective and multicultural sense at both personal and professional levels, to meet the challenges of an increasingly globalized world.</p> <p>PILO9 Apply relevant knowledge and skills in the management of for-profit and non-profit organizations.</p> <p>PILO10 Apply theoretical knowledge and analytical skills to the real world through experiential learning to gain practical exposure.</p>
Education Pathways	The programme curriculum meets the basic educational requirements for admission into most master-level business related programmes.
Employment Pathways	<p><u>Financial Services Major</u></p> <p>Graduates of the Financial Services Major are qualified for entry-level positions in banks and financial institutions such as Relationship Management Trainee, Finance and Portfolio Management Trainee, Financial Analyst Trainee, and Junior Credit Analyst. They may also work as Underwriter Trainee and Claims Officer Trainee in insurance companies. With the exposure to the financial management of non-profit organizations from the College, they are also well prepared to take up relevant entry positions in non-profit organizations such as charitable organizations and move up the career ladder upon accumulating sufficient experiences.</p> <p><u>Health Services Management Major</u></p> <p>Graduates of the Health Services Management Major would be ready to work at the junior administrative positions for health and healthcare organizations, such as Executive Officers, Frontline Personnel, or Administrative Support Personnel. Graduates may also pursue an entry-level administrative</p>

	<p>position in the flourishing pharmaceutical and medical equipment suppliers' industries.</p> <p><u>Marketing Major</u></p> <p>Graduates of the Marketing Major are well-endowed with the professional knowledge and skills to pursue entry-level positions in the marketing fields of business and non-profit organizations such as Sales and Marketing Representatives, Account Executives, Market Research Analysts, Marketing Communication Executives, Public Relations Officers, Media and Publicity Officers, Advertising Sales Executives, Convention and Events Executives, Customer Services Officers, Retail Executives and Store Floor Supervisors.</p> <p><u>Professional Accountancy Major</u></p> <p>Graduates of the Professional Accountancy Major would be well-suited to start their professional career as Audit Trainees or Taxation Trainees in public accounting firms, Junior Analysts for finance firms, Staff Accountants in commercial firms and non-profit organizations, Junior Auditors or Tax Assessors in governmental departments, and Management Trainees in business enterprises. Graduates will have competitive advantages if they choose to work for non-profit organizations such as public hospitals, charitable and social welfare organizations, public universities, or religious, literacy, artistic, or sports-promoting institutions.</p>
<p>Minimum Admission Requirements</p>	<p>Year 1 Entry:</p> <p>Have obtained Level 3 for Chinese Language and English Language and Level 2 for Mathematics and Liberal Studies plus one Elective/Applied Learning subject at Level 2 ("3322+2") in HKDSE; or</p> <p>Have passes in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE and five passes in HKCEE including Chinese Language and English Language; or</p> <p>Have passes in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; or</p> <p>Satisfactory completion of a Pre-Associate Degree programme (with GPA 2.5 or above); or</p>

	<p>For applicants who are holders of the International Baccalaureate (IB) Diploma, they should have a minimum of 28 points and fulfil the following English language requirements:</p> <ul style="list-style-type: none"> (a) Grade 4 or better in the Higher Level English Language (B Syllabus); or (b) Grade 5 or better in the Standard Level English Language (B Syllabus); or (c) Grade 4 or better in the Higher or Standard Level English Language (A1 or A2 Syllabus); or (d) Grade 4 or better in the Standard Level English - Text and Performance; or (e) Grade 4 or better in the Standard Level English -Literature and Performance (A1 syllabus); or <p>Holding equivalent qualifications (such as meeting the admission requirements of a degree programme offered outside Hong Kong); or</p> <p>Mature students at 25 years old or above with a minimum of 3 years relevant working experience.</p> <p>Year 3 Entry: Satisfactory completion (with GPA 2.5 or above) of an Associate Degree Programme or Higher Diploma Programme of the relevant subject / discipline; or</p> <p>Holding equivalent qualifications.</p>
Operator	<p>Tung Wah College 東華學院</p>