



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**

**BACHELOR OF ARTS (HONOURS) IN  
CONVERGENT MEDIA AND  
COMMUNICATION TECHNOLOGY**

**MAY 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 Hang Seng Management College (the College) was incorporated in 2010 as a wholly-owned subsidiary of Hang Seng School of Commerce for the provision of post-secondary education under the Cap. 320 Post Secondary Colleges Ordinance. Since 2010, 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.
- 1.2 Based on the Service Agreement, HKCAAVQ was commissioned by the College to conduct a learning programme accreditation exercise with the following Terms of Reference:
  - (a) To determine whether the Bachelor of Arts (Honours) in Convergent Media and Communication Technology Programme of Hang Seng Management College (the College) meets the stated objectives and 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 results of the determination in relation to (a) by HKCAAVQ.
- 1.3 The accreditation exercise was conducted accordingly to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 10-11 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 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 Arts (Honours) in Convergent Media and Communication Technology 融合媒體及傳播科技（榮譽）文學士
<b>Title of Qualification (Exit Award)</b>	Bachelor of Arts (Honours) in Convergent Media and Communication Technology 融合媒體及傳播科技（榮譽）文學士
<b>Primary Area of Study and Training</b>	Mass Media and Communications, Journalism and Public Relations
<b>Other Area of Study and Training</b>	Not Applicable
<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 – 60 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

The College should (a) formulate an aligned conception of “theories” for the Major Studies modules and (b) express the theoretical components embedded in the relevant modules explicitly in the relevant documents.

## 3. Programme Details

The following programme information is provided by the operator.

### 3.1 Programme Objectives

- Work competently with the depth of communication knowledge and technological skills to begin professional practice in media-related industries, and/ or to pursue postgraduate studies;
- Apply a body of relevant inter-disciplinary theories and practices to the development of interactive media and mobile applications;
- Pursue personal development and excellence with logical and creative thinking to solve a range of problems;
- Communicate effectively with users of new media at varying levels of technical proficiency in a global context;
- Reflect critically and ethically on convergent media practices with a strong sense of social responsibility; and
- Possess basic understanding of a broad range of disciplines, encompassing general knowledge, social science, business and management.

### 3.2 Programme Intended Learning Outcomes

- Demonstrate a solid understanding of the theory and concepts underlying digital media, networks and communication systems;
- Use current techniques, skills and tools for the creation, production, editing and presentation of interactive media content;
- Analyse related issues or problems concerning media convergence, so as to identify and define requirements for the design of their solutions;

- Apply the technical knowledge and skills to provide solutions through exploring and integrating state-of-the-art technologies to accomplish goals related to the media industry;
- Evaluate the effectiveness of a system, process or component of interactive media on online and mobile communication platforms to support and promote convergent media practices;
- Recognise the importance of good management, coordination and cooperation and demonstrate relevant skills in group activities to meet targets or deadlines;
- Show the ability to communicate ideas and concepts clearly and logically in both oral and written forms; and
- Discuss and explain the impact of media convergence in society from the perspectives of ethical issues and globalisation with cultural diversity.

### 3.3 Programme Structure

Study Area	No. of Modules (% of Curriculum)
<b>(A) Major Studies</b> ( <i>a + b + c</i> )	<b>23 (57.5%)</b>
(a)Core	18
(b)Elective	3
(c)Common Business	2
<b>(B) Common Core</b> ( <i>a + b + c</i> )	<b>15 (37.5%)</b>
(a)General Education	Core: 5 Elective: 2
(b)Language	English: 3 Chinese 3
(c)Quantitative Method and IT Skills	2
<b>(C) Free Electives</b>	<b>2 (5%)</b>
<b>Total</b>	<b>40 (100%)</b>

### 3.4 Graduation Requirements

- Completed and obtained a Grade D or above on at least 40 modules (120 credits), including all core modules;
- Obtained a cumulative GPA of at least 2.0;

- Fulfilled the English language competency exit requirement, i.e. a minimum score of 6.0 in the IELTS test or a pass in an *English Enhancing* module offered by the College;
- Attained Grade 3B (三級乙等) or above in the State Grade Putonghua Proficiency Examination;
- Passed the *Information Technology Proficiency Test*; 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

#### Year 1 Standard Entry

- Hong Kong Diploma of Secondary Education Examination (HKDSE)
  - (a) 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; or
- Hong Kong Advanced Level Examination (HKALE)
  - (a) 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
  - (b) 5 passes in the Hong Kong Certificate of Education Examination (HKCEE) (including Chinese Language, English Language and Mathematics); or
- International Baccalaureate Diploma Programme (IB)
  - (a) 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; or
- SAT Qualification
  - (a) A minimum score of 1650 on the SAT Reasoning Test; and
  - (b) 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. The following table shows the minimum admission requirements for applicants on non-local entry to Year 1:

Country of Qualifications	Level Completed	Examination Undertaken / Other Requirements	English Academic Requirement
North America	Grade 12	Admittance sought from a recognised university or degree granting institution.	Nil
Australia/ New Zealand	Grade 12		Nil
United Kingdom	GCE A-level	Equivalent to passes in 2 HKALE A-Level subjects, Chinese excluded; OR Admittance sought from a recognised university or degree granting institution.	Nil
Mainland China	Joint Entrance Examination (JEE)	1st admission line of the affiliated province/city; OR 2nd admission line of the affiliated province/city with school recommendation letter	100 or above in JEE
Taiwan	General Scholastic Ability Test or Advanced Subjects Test	Average standard (均標) in each of the Chinese, Mathematics, Society and Science; AND	English result within the good standard (前標) or above.
Malaysia	Unified Examination Certificate	Either passes (Grade C or above) in at least 7 subjects of which 6 subjects shall be obtained in the same sitting	B4 or better
	Sijil Pelajaran Malaysia (SPM) and Sijil Tinggi Pelajaran Malaysia (STPM)	Passes (Grade C or above) in at least 7 subjects at SPM level of which 6 subjects shall be obtained in the same sitting; AND 3 subjects in STPM in the same sitting, other than language subjects	SPM: Minimum Grade C; OR STPM: Minimum Grade C
Other parts of the world	Joint University Admission Examination	Admittance sought from a recognised university or degree granting institution.	IELTS 5.5 or equivalent*

*\* Applicants have to reach the IELTS standard as specified, or pass an equivalent test conducted by the College. For cases without an English standard specified, applicants are assumed to have fulfilled the requirement in English in their prior education.*

### 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 Arts (Honours) in  
Convergent Media and Communication Technology**

<b>Qualification Title</b>	Bachelor of Arts (Honours) in Convergent Media and Communication Technology 融合媒體及傳播科技（榮譽）文學士
<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>	Not Applicable
<b>Programme Objectives</b>	<p>The objectives of the Programme are to:</p> <ul style="list-style-type: none"><li>(a) Work competently with the depth of communication knowledge and technological skills to begin professional practice in media-related industries, and/ or to pursue postgraduate studies;</li><li>(b) Apply a body of relevant inter-disciplinary theories and practices to the development of interactive media and mobile applications;</li><li>(c) Pursue personal development and excellence with logical and creative thinking to solve a range of problems;</li><li>(d) Communicate effectively with users of new media at varying levels of technical proficiency in a global context;</li><li>(e) Reflect critically and ethically on convergent media practices with a strong sense of social responsibility; and</li><li>(f) Possess basic understanding of a broad range of disciplines, encompassing general knowledge, social science, business and management.</li></ul>

<p><b>Programme Intended Learning Outcomes</b></p>	<p>Upon completion of the Programme, students should be able to:</p> <ul style="list-style-type: none"> <li>(a) Demonstrate a solid understanding of the theory and concepts underlying digital media, networks and communication systems;</li> <li>(b) Use current techniques, skills and tools for the creation, production, editing and presentation of interactive media content;</li> <li>(c) Analyse related issues or problems concerning media convergence, so as to identify and define requirements for the design of their solutions;</li> <li>(d) Apply the technical knowledge and skills to provide solutions through exploring and integrating state-of-the-art technologies to accomplish goals related to the media industry;</li> <li>(e) Evaluate the effectiveness of a system, process or component of interactive media on online and mobile communication platforms to support and promote convergent media practices;</li> <li>(f) Recognise the importance of good management, coordination and cooperation and demonstrate relevant skills in group activities to meet targets or deadlines;</li> <li>(g) Show the ability to communicate ideas and concepts clearly and logically in both oral and written forms; and</li> <li>(h) Discuss and explain the impact of media convergence in society from the perspectives of ethical issues and globalisation with cultural diversity.</li> </ul>
<p><b>Education Pathways</b></p>	<p>Graduates are encouraged to pursue further study towards advanced academic and professional degrees in the disciplines of creative media, information technology, journalism and communication.</p>
<p><b>Employment Pathways</b></p>	<p>Graduates will be able to work as media content developer, multimedia journalist, media production officer, digital media system and network administrator, web and graphics designer, and media project coordinator.</p>

<p><b>Minimum Admission Requirements</b></p>	<p>1. <u>Year 1 Standard Entry</u></p> <p>(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.</p> <p>(b) Hong Kong Advanced Level (HKAL) Examination</p> <ul style="list-style-type: none"> <li>• Pass grades in Chinese Language &amp; Culture and Use of English, plus 1 AL or 2 ASL subjects in Hong Kong Advanced Level Examination; and</li> <li>• 5 passes in Hong Kong Certificate of Education (HKCE) Examination (including Chinese Language, English Language and Mathematics).</li> </ul> <p>(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.</p> <p>(d) SAT Qualification</p> <ul style="list-style-type: none"> <li>• A minimum score of 1650 on SAT Reasoning Test; and</li> <li>• Secondary school examination results are suggested to be considered apart from the SAT score.</li> </ul> <p>2. <u>Year 1 Non-local Entry</u></p> <p>Applicants with non-local qualifications are required to meet the minimum admission requirements specified, and are considered on a case-by-case basis.</p>
<p><b>Operator</b></p>	<p>Hang Seng Management College 恒生管理學院</p>