



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

SUMMARY ACCREDITATION REPORT

COMMUNITY COLLEGE OF CITY UNIVERSITY

**INITIAL EVALUATION
AND
LEARNING PROGRAMME ACCREDITATION**

FOR

**28 ASSOCIATE DEGREE PROGRAMMES
AND
1 DIPLOMA PROGRAMME**

AUGUST 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 the College of Higher Vocational Studies (CHVS), the Community College of City University (CCCU) was an academic unit within the City University of Hong Kong (CityU) between 1984 and 2003. In 2004, CCCU was established as a subsidiary of CityU, to offer sub-degree programmes on a self-financing basis. Currently, CCCU offers 28 Associate Degree (AD) programmes in four areas: Applied Science and Technology, Business, Languages and Communication, and Social Sciences. It also offers a Diploma in General Studies (DGS) and a number of preparatory courses for international language proficiency tests. In November 2014, CCCU entered into a strategic alliance with the University of Wollongong (UOW). Under the strategic alliance, UOW would assume stewardship of CCCU following a transitional period of five years. During the transitional period, CCCU will continue to offer AD programmes, and will launch new top-up degree programmes awarded by UOW.
- 1.2 HKCAAVQ was commissioned by the Operator to conduct a combined exercise for Initial Evaluation (IE) and Learning Programme Accreditation (LPA) for 28 AD programmes and 1 Diploma programme with the following Terms of Reference:
- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Operator meets the stated objectives and is competent to operate learning programmes that meet the QF Level 4 standard, and can be granted Initial Evaluation Status at QF Level 4;
 - (b) To conduct an accreditation test as provided for in the AAVQO to determine whether the 29 programmes of the Operator meet the stated objectives and QF standard and can be offered as accredited programmes from the date as specified in the accreditation report, where appropriate; and

- (c) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) and (b) by HKCAAVQ.

1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 1 to 3 June 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 Initial Evaluation

- Approval

Name of Operator	Community College of City University 香港城市大學專上學院
Address of Operator	(1) 6/F, Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon (2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon
Highest QF Level of programme(s) which the Operator can operate upon successful learning programme accreditation	Level 4
Start date of 2-year validity period of Initial Evaluation (IE) accreditation status	1 September 2017
Scope of IE Accreditation Status	For local programmes operating in Hong Kong

2.1.1 Recommendations

- (a) The Operator should develop and implement more effective communication channels to ensure that the latest information and developments related to the transition of stewardship are

disseminated to relevant stakeholders in a comprehensive and timely manner.

2.2 Learning Programme Accreditation

- Approval
- Please refer to Appendix 1 for HKCAAVQ's Accreditation Determination for each programme.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- Please refer to Appendix 2 for the Programme Objectives of each programme.

3.2 Programme Intended Learning Outcomes

- Please refer to Appendix 2 for the Programme Intended Learning Outcomes of each programme.

3.3 Programme Structure

The structures of the Diploma in General Studies (DGS) programme and the Associate Degree (AD) programmes are as follows:

DGS programme

The DGS programme is offered in one-year, full-time mode. Students enrolled in the DGS programme are required to complete 11 compulsory courses of 3 Credit Units (CU) each in two semesters, for a total of 33 CUs and 150 QF credits. The number of contact hours required for the QF credits in the DGS programme is 506 hours, and the total notional learning hours is 1,496. Courses in the DGS programme cover areas in (a) language, (b) quantitative and analytical skills, and (c) other generic skills and knowledge, such as information technology, economic Issues in Hong Kong and interpersonal effectiveness. All courses in the DGS programme are pitched at QF Level 3.

The list of compulsory courses in the DGS programme is as follows:

(a) Language (5 courses)	(b) Quantitative & Analytical Skills (3 courses)	(c) Other Generic Skills & Knowledge (3 courses)
Effective English I	Mathematics	Basic IT Skills
Effective English II	Fundamentals of Quantitative Methods	Hong Kong Economy
Effective English III	Analytical Thinking and Study Skills	Intra- and Interpersonal Skills
Foundation Chinese I		
Foundation Chinese II		

AD programmes

A typical CCCU AD programme consists of 63 CUs and 290 QF credits. To comply with the requirements of the *Revised Common Descriptors for Associate Degree and Higher Diploma Programmes under the New Academic Structure* published by the Education Bureau (EDB), all AD programmes include at least 21 CUs of General Education (GE) Courses and 18 CUs of Generic Courses in the Programme Core. The remaining 24 CUs are for Discipline-specific Courses and Electives. Each course has 3 CUs, and the contact hours and non-contact hours of a 3 CU course are 46 and 90 hours respectively. The ratio of contact hours to self-study hours is set at 1:2, with the exception for courses that include projects, workshops or fieldwork. All courses in the AD programmes are pitched at QF level 4.

The AD programmes are mainly offered in two-year, full-time mode, except for the Associate of Social Science in Social Work (ASocScSW), which is offered in both two-year full-time and three-year part-time modes. The Panel noted that both the full-time and part-time modes of the ASocScSW programme have obtained qualification recognition from the Social Workers Registration Board (SWRB). In order to comply with the SWRB requirements, the CUs for the ASocScSW programme will be further increased to 74 in the 2016/17 academic year.

Furthermore, the following two AD programmes offer concentrations which do not lead to distinctive awards:

Associate of Arts in Bilingual Communication Studies

- English and Chinese
- French and English
- Japanese and Chinese

- Japanese and English
- Korean and Chinese
- Korean and English
- Spanish and English

Associate of Social Science in Applied Social Studies

- Guidance and Counselling
- Health Studies
- International Studies
- Urban Studies

In summary, the curriculum structure of a typical CCCU AD programme is as follows:

General Education (GE)	English Language Requirement	6 CUs	} ≥ 39 CUs (comprising $\geq 60\%$ of curriculum)
	Exploring China / Chinese Culture	3 CUs	
	Core GE Component	≥ 12 CUs	
Programme Core	Generic Courses	18 CUs	
	Discipline-specific Courses	≥ 24 CUs	≥ 24 CUs
	Electives		

3.4 Graduation Requirements

- According to the *Academic Regulations for the Award of Diploma in General Studies*, to be granted the award of the DGS by CCCU, students must successfully pass all required courses and achieve an overall attendance of 80%. A minimum mark of 30% for both coursework and examination components are required where there is an examination component in the course assessment.
- As stipulated by the *Academic Regulations for Associate Degrees*, for the award of ADs, students must successfully complete an AD programme of CCCU, including specific requirements of the named award for which they are registered, general CCCU requirements, and divisional requirements, if applicable.

3.5 Admission Requirements

DGS Programme

- a) Achieved a total score of at least six* in five best subjects of the Hong Kong Diploma of Secondary Education (HKDSE); or
- b) Completing an IB curriculum or other secondary qualifications awarded overseas; or
- c) Other equivalent qualifications

* *Students are admitted on the basis of academic merit, which is assessed by converting their HKDSE or other qualifications into an admission score. A score is assigned to each HKDSE subject and then an admission score is calculated by summing the scores of the best five subjects, including Chinese and English Languages.*

AD Programmes

- a) Hong Kong Diploma of Secondary Education (HKDSE)
 - i. Level 2 or above in five HKDSE subjects including Chinese Language¹ and English Language²;
 - ii. If a subject under “other languages” is used for meeting the requirement in (i), a minimum of grade E is required;
 - iii. A maximum of two Applied Learning subjects graded “Attained” or above can be included for meeting the requirement in (i);
 - iv. Satisfy programme-specific entrance requirements as follows:

Programme	Requirements
Associate of Business Administration in Accountancy	Level 2 or above in HKDSE Mathematics
Associate of Arts in Applied Chinese Studies	Level 3 or above in HKDSE Chinese Language or Chinese Literature

Associate of Arts in English for Professional Communication <u>or</u> Associate of Arts in Translation and Interpretation	Level 3 or above in HKDSE English Language or Literature in English
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1. *For applicants who have either learned Chinese Language for less than 6 years while receiving primary and secondary education or learned Chinese Language for 6 years or more in schools, but have been taught an adapted and simpler Chinese Language curriculum not normally applicable to the majority of students in local schools, alternative Chinese Language qualifications (GCE AL/AS Chinese grade E or GCSE/IGCSE Chinese grade C) or grade E in HKDSE “other languages” can replace Chinese Language level 2.*
2. *Candidates applying for entry based on their HKDSE results cannot replace HKDSE English Language Level 2 with GCE/GCSE/IGCSE subjects or TOEFL or IELTS.*

b) Other equivalent qualifications

- Completion of the CCCU Diploma in General Studies programme or a one-year full-time Pre-Associate Degree programme;
- Grade E or above in one General Certificate of Education A-level (or A2)/International A-Level subject. Two Advanced Subsidiary (AS) level subjects will be considered equivalent to one GCE A-Level. The same subject may not be counted at both the A Level and AS Level;
- A National University Entrance Examination (普通高等學校招生全國統一考試) score above the cut-off lines set for entry into non-government universities (本科三批分數綫) AND a minimum English score of 100;
- Other equivalent qualifications, including International Baccalaureate Diploma, are also accepted as satisfying the entrance requirements.

- c) Mature Applicant aged 23 or above by September 1 of the year of admission.

4. Substantial Change

- 4.1 The accreditation status of the learning programme(s) will lapse upon the expiry of the validity period or HKCAAVQ may withdraw the accreditation status at any time during the validity period if there are substantial changes made to the programme(s) that have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. The Guidance Notes can be downloaded from the HKCAAVQ website.

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.: 16/99
File Reference: 107/02/01

Appendix 1

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Diploma in General Studies 基礎教育文憑課程
Title of Qualification (Exit Award)	Diploma in General Studies 基礎教育文憑
Primary Area of Study and Training	Humanities
Sub-area (Primary Area of Study and Training)	Humanities
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 3
QF Credits	150
Mode(s) of Delivery and Programme Length	Full-time, 1 year
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	275 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Engineering 工程學副學士
Title of Qualification (Exit Award)	Associate of Engineering 工程學副學士
Primary Area of Study and Training	Engineering and Technology
Sub-area (Primary Area of Study and Training)	Electrical, Electronic and Mechanical Engineering and Services
Other Area of Study and Training	Computer Science and Information Technology
Sub-area (Other Area of Study and Training)	Computer Science and Information Technology
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	200 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Airport Operations and Aviation Logistics 理學副學士(機場營運及航空物流)
Title of Qualification (Exit Award)	Associate of Science in Airport Operations and Aviation Logistics 理學副學士(機場營運及航空物流)
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Transports and Logistics
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	150 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Business Analysis 理學副學士(商業分析)
Title of Qualification (Exit Award)	Associate of Science in Business Analysis 理學副學士(商業分析)
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	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	25 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Creative and Interactive Media Production 理學副學士(媒體創作)
Title of Qualification (Exit Award)	Associate of Science in Creative and Interactive Media Production 理學副學士(媒體創作)
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	170 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Environmental Studies 理學副學士(環保學)
Title of Qualification (Exit Award)	Associate of Science in Environmental Studies 理學副學士(環保學)
Primary Area of Study and Training	Sciences
Sub-area (Primary Area of Study and Training)	Physical Sciences
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	300
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	90 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Information Systems Development 理學副學士(資訊系統)
Title of Qualification (Exit Award)	Associate of Science in Information Systems Development 理學副學士(資訊系統)
Primary Area of Study and Training	Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	Computer Science and Information Technology
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	85 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Science in Network and Systems Administration 理學副學士(網絡及系統管理)
Title of Qualification (Exit Award)	Associate of Science in Network and Systems Administration 理學副學士(網絡及系統管理)
Primary Area of Study and Training	Computer Science and Information Technology
Sub-area (Primary Area of Study and Training)	Computer Science and Information Technology
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	60 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in Accountancy 工商管理副學士(會計學)
Title of Qualification (Exit Award)	Associate of Business Administration in Accountancy 工商管理副學士(會計學)
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Accounting, Finance and Investment
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	200 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in Financial Services 工商管理副學士(金融服務)
Title of Qualification (Exit Award)	Associate of Business Administration in Financial Services 工商管理副學士(金融服務)
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Accounting, Finance and Investment
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	125 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in General Management 工商管理副學士(工商管理)
Title of Qualification (Exit Award)	Associate of Business Administration in General Management 工商管理副學士(工商管理)
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	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	340 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in Global Logistics and Supply Chain Management 工商管理副學士(環球物流及供應鏈管理)
Title of Qualification (Exit Award)	Associate of Business Administration in Global Logistics and Supply Chain Management 工商管理副學士(環球物流及供應鏈管理)
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	Transports and Logistics
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	35 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in Human Resources Management 工商管理副學士 (人力資源管理)
Title of Qualification (Exit Award)	Associate of Business Administration in Human Resources Management 工商管理副學士 (人力資源管理)
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	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	125 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Business Administration in Marketing 工商管理副學士(市場學)
Title of Qualification (Exit Award)	Associate of Business Administration in Marketing 工商管理副學士(市場學)
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	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	200 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Applied Chinese Studies 文學副學士(應用中文)
Title of Qualification (Exit Award)	Associate of Arts in Applied Chinese Studies 文學副學士(應用中文)
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	150 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Japanese Studies 文學副學士(日語)
Title of Qualification (Exit Award)	Associate of Arts in Japanese Studies 文學副學士(日語)
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	105 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Bilingual Communication Studies 文學副學士(雙語傳意)
Title of Qualification (Exit Award)	Associate of Arts in Bilingual Communication Studies 文學副學士(雙語傳意)
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Other Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Other Area of Study and Training)	Mass Media and Communications, Journalism and Public Relations
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	280 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Communication and Public Relations 文學副學士(傳意及公共關係)
Title of Qualification (Exit Award)	Associate of Arts in Communication and Public Relations 文學副學士(傳意及公共關係)
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and Training)	Mass Media and Communications, Journalism and Public Relations
Other Area of Study and Training	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	50 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in English for Professional Communication 文學副學士(專業英語傳意)
Title of Qualification (Exit Award)	Associate of Arts in English for Professional Communication 文學副學士(專業英語傳意)
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	85 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Translation and Interpretation 文學副學士(翻譯及傳譯)
Title of Qualification (Exit Award)	Associate of Arts in Translation and Interpretation 文學副學士(翻譯及傳譯)
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	70 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Arts in Digital Visual Design 文學副學士(數碼視覺設計)
Title of Qualification (Exit Award)	Associate of Arts in Digital Visual Design 文學副學士(數碼視覺設計)
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and other Creative Industries
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	75 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science 社會科學副學士
Title of Qualification (Exit Award)	Associate of Social Science 社會科學副學士
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	160 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Applied Psychology 社會科學副學士(應用心理學)
Title of Qualification (Exit Award)	Associate of Social Science in Applied Psychology 社會科學副學士(應用心理學)
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	160 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Applied Social Studies 社會科學副學士(應用社會科學)
Title of Qualification (Exit Award)	Associate of Social Science in Applied Social Studies 社會科學副學士(應用社會科學)
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training	Medicine, Dentistry and Health Sciences
Sub-area (Other Area of Study and Training)	Health Care
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	115 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Event Management 社會科學副學士(活動項目管理)
Title of Qualification (Exit Award)	Associate of Social Science in Event Management 社會科學副學士(活動項目管理)
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	MICE and Event Management
Other Area of Study and Training	Social Sciences
Sub-area (Other Area of Study and Training)	Social Services
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	75 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Leisure and Tourism Management 社會科學副學士(康樂及旅遊管理)
Title of Qualification (Exit Award)	Associate of Social Science in Leisure and Tourism Management 社會科學副學士(康樂及旅遊管理)
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	Hotel and Tourism
Other Area of Study and Training	Social Sciences
Sub-area (Other Area of Study and Training)	Social Services
QF Level	Level 4
QF Credits	300
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	150 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Public Administration and Management 社會科學副學士(公共行政及管理)
Title of Qualification (Exit Award)	Associate of Social Science in Public Administration and Management 社會科學副學士(公共行政及管理)
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	100 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Public Relations and Advertising 社會科學副學士(公共關係及廣告)
Title of Qualification (Exit Award)	Associate of Social Science in Public Relations and Advertising 社會科學副學士(公共關係及廣告)
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and Training)	Mass Media and Communications, Journalism and Public Relations
Other Area of Study and Training	Social Sciences
Sub-area (Other Area of Study and Training)	Social and Behavioural Sciences
QF Level	Level 4
QF Credits	290
Mode(s) of Delivery and Programme Length	Full-time, 2 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	90 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

Name of Operator	Community College of City University 香港城市大學專上學院
Name of Award Granting Body	Community College of City University 香港城市大學專上學院
Title of Learning Programme	Associate of Social Science in Social Work 社會科學副學士(社會工作)
Title of Qualification (Exit Award)	Associate of Social Science in Social Work 社會科學副學士(社會工作)
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social Services
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 4
QF Credits	390
Mode(s) of Delivery and Programme Length	Full-time, 2 years Part-time, 3 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2020
Number of Enrolment(s)	One enrolment per year
Maximum Number of New Students	Full-time 72 per year Part-time 36 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	1) Academic 2, Tat Chee Avenue, Kowloon Tong, Kowloon 2) Telford Annex, G/F, Telford Plaza, 33 Wai Yip Street, Kowloon Bay, Kowloon

1. Diploma in General Studies

Programme Aims

This programme aims to provide students with the generic knowledge and skills required to articulate into sub-degree programmes such as Associate Degree (AD) and Higher Diploma (HD). It intends to enhance the learners' language proficiency in both English and Chinese, quantitative reasoning, basic IT and workplace communication skills, as well as to develop a greater appreciation and awareness of the socio-economic environment of Hong Kong. The programme serves to provide a foundation for the development of intellectual abilities, learning attitudes and problem solving skills for life-long learning.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Communicate effectively in English and Chinese, both written and oral, using appropriate structure and style;
- II. Apply a range of information technology, numeracy and quantitative skills in processing and collating data and information;
- III. Apply appropriate presentation and communication skills for academic purpose or at the workplace;
- IV. Demonstrate basic understanding of the socioeconomic environment of Hong Kong; and
- V. Work in teams, accept individual responsibilities and respect diversity

2. Associate of Engineering

Programme Aims

This programme aims to

- Provide an entry level programme in engineering which prepares students for further studies and a career in computer engineering, electronic and electrical engineering, and communications/information engineering.
- Develop transferable skills which build confidence in a range of areas including analytical skill, problem solving in technical design and implementation, and the ability to communicate.
- Cultivate a spirit of lifelong learning, develop the ability to learn how to learn, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply mathematical methods and analytical skills, and engineering methods and tools, to basic engineering design problems and derive solutions;
- II. Produce digital and analogue circuits and software according to system specifications and standards;
- III. Examine important ethical, socio-political, cultural and/or economic issues, affecting engineering in the local, national, regional and international contexts;
- IV. Relate major ideas in arts and humanities, science and technology to engineering; and
- V. Communicate effectively, both orally and in writing, using English and Chinese.

3. **Associate of Science in Airport Operations and Aviation Logistics**

Programme Aims

This programme aims to

- Enable students to acquire the necessary attitude, knowledge and skills that facilitate them to join the workforce at a para-professional career in airport operations and in aviation-related logistics industries.
- Provide students specifically with a background in the aviation industry, airport management, aviation and air freight operations, related business management and information technology, as well as related knowledge in logistics support.
- Equip students with a broad knowledge base, as well as the specialist knowledge and skills required to advance to higher academic levels.
- Cultivate a spirit of lifelong learning, develop the ability to learn how to learn, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Develop a broad theoretical understanding in airport operations, airline ground operations, and air freight logistics operations;
- II. Work competently at associate level in professional jobs in aviation and logistics industry and to pursue further studies at degree level;
- III. Develop a solid foundation of generic skills, including skills in languages, quantitative methods, information technologies, interpersonal interaction and communication, problem analysis and solving, as well as in independent and lifelong learning;
- IV. Examine the major socio-political, cultural and economic issues affecting aviation and logistics in the local, national, regional and international contexts; and
- V. Relate major ideas in business, social science, arts and humanities, science and technology to aviation and logistics.

4. **Associate of Science in Business Analysis**

Programme Aims

The programme aims to equip students with a sound education and training in the applications of statistical principles and computing technology to solve business problems. Students will also be equipped with the knowledge and experience for pursuing further studies or entering job market as associate professionals.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply mathematical and statistical skills to formulate and solve business problems;
- II. Use a range of statistical and information technology applications to solve business problems;
- III. Apply business sense and ethical principles in the undertaking of statistical work;
- IV. Examine the major socio-political, cultural and economic issues affecting business in the local, national, regional and international contexts;
- V. Perform skilled tasks responsibly and produce outputs that meet quality standards;
- VI. Communicate efficiently in English both orally and in writing in different business environments; and
- VII. Relate the major ideas in arts and humanities, science and technology to their own area of study.

5. **Associate of Science in Creative and Interactive Media Production**

Programme Aims

This programme aims to

- Develop students' creativity, aesthetics and innovative use of media;
- Provide students with appropriate knowledge and skills in the development of interactive media systems and media production process; and
- Provide students with the broad foundation and inter-disciplinary basics for further studies to higher degree and life-long learning.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Relate creativity, aesthetics and media technology to areas of media design and production;
- II. Apply media and information methodologies, both independently and within a team, to develop interactive multimedia systems and enhance the levels of quality in production process;
- III. Relate the major ideas in arts and humanities, science and technology to their own area of study;
- IV. Appreciate the major socio-political, cultural and economic issues that may affect media production;
- V. Practise in an ethical, responsible and professional manner, and apply safety and health measures at work; and
- VI. Communicate effectively in a culturally diversified workplace.

6. **Associate of Science in Environmental Studies**

Programme Aims

This programme aims to

- Develop transferable skills which build confidence in a range of areas including monitoring, analysis, evaluation, assessment, communication and problem solving in relation to the environment.
- Provide an entry level programme in environmental studies which prepares graduates for further studies and a career in a broad range of environment related occupations.
- Develop a capacity for life-long learning and active citizenship through an ability to evaluate information on environmental issues as they relate to ethics, economics, culture, social and political considerations, at the local, national, regional and international level.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Explain concepts and methods fundamental to environmental studies;
- II. Analyse and interpret data using quantitative methods, and information technology systems, particularly with regard to environmental data, and especially for the purpose of planning and management;
- III. Relate environmental issues, activities, planning and management practices, as appropriate, to the socio-political, cultural and economic contexts of the region and beyond, as a participating and responsible member of civic society;
- IV. Perform skilled tasks responsibly, in accordance with ethical norms, and produce outputs that meet quality standards;

- V. Communicate effectively, both orally and in writing, on environmental issues using English; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

7. Associate of Science in Information Systems Development

Programme Aims

This programme aims to

- Provide students with sound knowledge of computing fundamentals, a thorough understanding of ethical issues, and management and planning skills associated with the computing profession.
- Develop students' competence to manage and develop information systems in a contemporary business context.
- Prepare students for further study in a related discipline and employment at the para-professional level.
- Cultivate a spirit of lifelong learning, develop the ability to learn how to learn, and encourage the pursuit of active citizenship

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Use a range of tools, programming languages, methodologies, and quantitative skills to undertake information systems development work;
- II. Apply technical knowledge and skills, and well-proven software models and work responsibly as a team to develop secure, robust, and reliable quality business information systems;
- III. Practise in an ethical and professional manner, and apply safety and health measures at work;
- IV. Communicate effectively, both orally and in writing, using English and Chinese in a culturally diversified workplace;
- V. Examine the major socio-political, cultural and economic issues affecting information systems development in the local, national, regional and international contexts; and
- VI. Relate the major ideas in arts and humanities, science and technology to the study of Information Technology.

8. Associate of Science in Network and Systems Administration

Programme Aims

This programme aims to

- Provide students with sound knowledge of computing fundamentals, a thorough understanding of ethical issues, and management and planning skills associated with the computing profession.
- Develop students' competence for administrating computer systems and networks in a business setting.
- Prepare students for further study in a related discipline and employment at the para-professional level.
- Cultivate a spirit of lifelong learning, develop the ability to learn how to learn, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Use a range of tools, programming languages, methodologies, and quantitative skills to undertake computer systems development work;
- II. Apply appropriate knowledge and skills and work responsibly in the design, installation, and configuration of secure computer systems and networks;
- III. Practise in an ethical and professional manner, and apply safety and health measures at work;
- IV. Communicate effectively, both orally and in writing, using English and Chinese in a culturally diversified workplace;
- V. Examine the major socio-political, cultural and economic issues affecting information systems development in the local, national, regional and international contexts; and
- VI. Relate the major ideas in arts and humanities, science and technology to the study of Information Technology.

9. Associate of Business Administration in Accountancy

Programme Aims

This programme aims to

- Provide students with broad-based business education through the acquisition of specialised and generic knowledge and skills relating to accountancy.
- Prepare students for their career in the fields of accounting, assurance and taxation.
- Prepare graduates for further studies leading to degree and professional qualifications.
- Cultivate students with a positive approach to lifelong learning and to become responsible citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply broad-based business knowledge and problem solving skills to a wide range of issues;
- II. Apply the principles, knowledge and skills of accountancy in academic and work situations in a supervisory role to produce quality outputs;
- III. Apply the theories, procedures and skills at professional level of audit and assurance, financial reporting, taxation and legal framework to business organisations in balancing the competing interests of various stakeholders;
- IV. Apply interpersonal and communication skills, in English and Chinese, and generic skills like information technology, management, evaluation, quantitative and analytical reasoning, and the skills in the ability to learn how to learn in diverse environments;
- V. Examine the major socio-political, legal, cultural and economic issues affecting accountancy in the local, national and international contexts; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

10. Associate of Business Administration in Financial Services

Programme Aims

This programme aims to

- Provide a broad-based business education backed by generic study with focus on the area of financial services industry;
- Prepare students for employment at the para-professional level in the financial services industry; and
- Prepare graduates for further study and career development.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply broad-based business knowledge and problem solving skills to a wide range of issues;
- II. Apply theories, concepts and skills relating to financial services in academic and work situations to produce quality outputs giving regard to ethical and social responsibility implications;
- III. Examine the major socio-political, cultural and economic issues affecting financial markets in the local, national, regional and international contexts;
- IV. Apply generic skills like information technology, quantitative and analytical reasoning in a range of spheres;
- V. Communicate effectively in English as well as Chinese, both orally and in writing, in different business environments; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

11. Associate of Business Administration in General Management

Programme Aims

This programme aims to

- Provide students with a broad-based business education that offers a comprehensive overview of business operations and management practices to solve authentic business problems;
- Equip students with a solid foundation of generic skills, develop their competencies to become a lifelong learner, and encourage their pursuit of active citizenship; and
- Prepare students for further studies either locally or overseas in any business disciplines and for employment as potential supervisors.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Analyse, explain and apply broad-based business knowledge;
- II. Demonstrate ethical and professional managerial practices in both local and international dimensions;
- III. Communicate effectively in English as well as Chinese both orally and in writing in different business environments;
- IV. Apply interpersonal and lateral thinking skills to solve problems that are likely to be encountered in work situations;
- V. Apply generic skills like information technology, quantitative and analytical reasoning in a range of spheres; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

12. **Associate of Business Administration in Global Logistics and Supply Chain Management**

Programme Aims

This programme aims to

- Provide a broad-based business education with generic study and specialised knowledge and skills in logistics and supply chain management;
- Prepare students with para-professional training in logistics and supply chain management; and
- Prepare graduates for further studies in related discipline and career advancement.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply broad-based business knowledge and problem solving skills to a wide range of issues;
- II. Apply the principles, knowledge and skills of logistics and supply chain management in academic and work situations to produce quality outputs;
- III. Examine the major socio-political, cultural and economic issues affecting logistics and supply chain management in the local, national, regional and international contexts;
- IV. Apply generic skills like information technology, quantitative and analytical reasoning in a range of spheres;
- V. Communicate effectively in English as well as Chinese, both orally and in writing, in different business environments; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

13. **Associate of Business Administration in Human Resources Management**

Programme Aims

This programme aims to

- Provide a broad-based business education with generic study and specialised knowledge and skills in human resources management;
- Equip students with professional knowledge and skills to become potential executives in human resources management;
- Prepare students for further studies either locally or overseas in related disciplines and for employment in related fields; and
- Equip students with a solid foundation of generic skills, develop their competencies to become a lifelong learner, and encourage their pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Analyse a wide range of organisational issues by applying broad-based business knowledge;
- II. Apply the knowledge and skills of human resources management in academic and work situations;
- III. Analyse business practices in both local and international business contexts;
- IV. Apply generic skills like information technology, quantitative and analytical reasoning in a range of spheres;

- V. Communicate effectively in English as well as Chinese, both orally and in writing, in different business environments; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

14. Associate of Business Administration in Marketing

Programme Aims

This programme aims to

- Equip students with knowledge about marketing and relevant skills to deal with broad issues in a business environment;
- Prepare students for business degree studies with special emphasis on marketing and its related fields; and
- Provide students with a broad inter-disciplinary foundation to prepare them for life-long learning and career advancement.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply marketing and management knowledge and skills to work in front line positions or as management traineeships in marketing and/ or in services sector;
- II. Apply interpersonal communication skills and generic skills while working in a culturally diversified team;
- III. Relate arts and humanities, science and technology to their study, and to practice in an ethical and professional manner; and
- IV. Analyse business problems and issues taking into consideration various social, political, economic, technological and environmental factors.

15. Associate of Arts in Applied Chinese Studies

Programme Aims

This programme aims to

- Develop in students a high competence in Chinese and Putonghua required for further studies, as well as a mastery of English for professional communication.
- Equip students with Chinese language expertise and practical communication competence needed for different career sectors in Hong Kong.
- Develop students' skills for independent study, research and lifelong learning.
- Cultivate in students ethical and civic values, foster a spirit of lifelong learning, and encourage the pursuit of active citizenships.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Demonstrate Chinese language skills at an appropriate level for articulation to further studies in a range of everyday, academic, and employment-related contexts;
- II. Explain the key features and cultural context of classical and modern Chinese literature and philosophy, as well as their continuity;
- III. Demonstrate an understanding of the structure and resources of Chinese language for application in academic and professional contexts;
- IV. Demonstrate the ability to use Putonghua and English for a range of academic and professional communication purposes;

- V. Identify problems and analyse them critically, gather relevant information, carry out basic research under guidance, and propose solutions to solve problems responsibly both individually and as part of a team; and
- VI. Apply the knowledge and skills of information technology to handle different forms of communication.

16. Associate of Arts in Japanese Studies

Programme Aims

This programme aims to

- Provide students with communicative competence and proficiency in reading, writing, listening and speaking Japanese so as to prepare students for further study or work.
- Develop applicable, practical communication skills for use in a wide range of everyday, academic, and employment-related contexts.
- Develop students' understanding of Japanese language and Japanese culture and society in relation to East Asia.
- Familiarise students with the process and methods of research.
- Foster ethical and civic values, a passion for pursuing creativity and innovativeness, and spirit of lifelong learning.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Demonstrate Japanese language skills at an appropriate level (Japanese Language Proficiency Examination N3 Level) for academic and employment-related purposes;
- II. Articulate an understanding of Japanese culture and society;
- III. Explain Japan's socio-political, cultural and economic ties with other East Asian countries;
- IV. Identify and explore critically problems, gather relevant information, carry out and present basic research under guidance, and propose solutions to address problems responsibly both individually and as part of a team; and
- V. Relate the major ideas in arts and humanities, science and technology to their own area of study.

17. Associate of Arts in Bilingual Communication Studies

Programme Aims

This programme aims to

- Develop in students a level of competence in their option language (English and Chinese, Japanese and English, Japanese and Chinese, French and English, Korean and English, Korean and Chinese, Spanish and English) in reading, writing, speaking and listening for further studies and/or work.
- Develop their practical communication skills for use in a range of every day, academic, and employment-related contexts.
- Develop their skills for independent study, research, and lifelong learning.
- Foster ethical and civic values and a spirit of lifelong learning, and encourage the pursuit of active citizenships.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Communicate in the spoken and written language of their option (English, Japanese, French, Korean, Spanish) about personal, social, cultural and workplace matters at a level equivalent to an internationally recognised assessment test;
- II. Demonstrate a level of language skills appropriate for further studies, for employment and for personal development;
- III. Apply enhanced general knowledge of languages, society and culture of their option for further study and/or employment
- IV. Identify and critically explore problems, gather relevant information, carry out and present basic research under guidance, and propose solutions to address problems responsibly both individually and as part of a team; and
- V. Relate major ideas in arts and humanities, science and technology to their own area of study.

18. Associate of Arts in Communication and Public Relations

Programme Aims

This programme aims to equip students with the knowledge, language, and communication skills needed to take up entry level positions as public relations practitioners or to work in customer service. Additionally, the programme aims to cultivate a spirit of lifelong learning, to enhance study skills and learning strategies and to encourage the pursuit of active citizenship. It also provides a strong foundation for continuing studies at the bachelor degree level.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Communicate competently in English and Chinese as ethical professional communicators in a range of positions including as Public Relations Practitioners;
- II. Apply communication strategies and PR skills to the practice of public relations;
- III. Demonstrate the use of communication technology for PR purposes;
- IV. Employ strong generic skills for lifelong learning and employment including self-directed, and cooperative learning strategies; interpersonal, small group and intercultural communicative competence; and, quantitative and qualitative analytical skills; and
- V. Draw on some of the major ideas in arts and humanities, science and technology to their own area of study.

19. Associate of Arts in English for Professional Communication

Programme Aims

This programme aims to

- Develop a high level of English language proficiency so as to satisfy language requirements for further study and prepare students to communicate fluently, accurately and appropriately in written and spoken English in both academic and professional contexts.
- Provide a sound understanding of key concepts in communication as part of the foundation for intellectual discovery, problem-solving and further study.
- Develop applicable, practical communication skills, including digital literacy and familiarity with relevant genres, in a range of academic and professional contexts.
- Develop creative and critical thinking along with the skills and habits needed for independent enquiry, lifelong learning and personal development.

- Foster ethical behaviour and a sense of civic responsibility informed by intercultural awareness and open-mindedness.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Use the English language fluently, appropriately and creatively in professional and academic contexts at the level of competence required for articulation to further study, for employment, and to facilitate life-long learning;
- II. Analyse and apply the main ideas, key concepts and arguments of complex texts in a range of genres;
- III. Apply digital literacy in order to convey messages effectively to a variety of audiences;
- IV. Identify and critically explore theories and issues in communication and language use; and
- V. Relate major ideas in arts and humanities, science and technology, and society and organisations to the study of English for professional and academic communication.

20. Associate of Arts in Translation and Interpretation

Programme Aims

This programme aims to

- Provide an applied education in translation and interpretation skills between English and Chinese (Putonghua and Cantonese at the spoken level) at associate professional level and enhance communication skills in English and Chinese for use in a wide variety of occupations;
- Build confidence in using spoken and written English and Chinese through intensive practice in translation and interpretation;
- Equip students with a broad knowledge base and a solid foundation of generic skills, as well as the specialist knowledge and skills required for further study in a chosen discipline; and
- Cultivate a spirit of lifelong learning, develop the ability to learn how to learn, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Serve as competent and confident communicators in and between Chinese (written Chinese, Cantonese and Putonghua) and English at the associate professional level or as bachelor degree students with advanced standing;
- II. Demonstrate abilities in translation and interpretation for the purpose of further studies and employment as para-professionals;
- III. Demonstrate their enhanced knowledge of Chinese and English for effective cross-cultural communication;
- IV. Demonstrate their enhanced general knowledge of society, culture and current affairs for effective cross-cultural communication;
- V. Demonstrate strong generic skills in interpersonal communication, analysis, criticism and documentation, both individually and as part of a team; and
- VI. Relate the major ideas in arts and humanities, science and technology to their own area of study.

21. Associate of Arts in Digital Visual Design

Programme Aims

This programme aims to

- Provide a sound academic education, training and inspiration for students to become competent personnel in the creativity industry, and also a foundation for further academic development;
- Equip students with generic knowledge in the analysis of design problems, the development of analytical approach to those problems, and the implementation and critical evaluation of the approach; and
- Cultivate in students ethical and civic values, foster a spirit of lifelong learning, and encourage the pursuit of responsible citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Demonstrate artistic skills and abilities in developing and proposing design ideas and creative solutions to problems;
- II. Produce and present aesthetically informed visual communication pieces by using appropriate skills and information technology tools and relevant media;
- III. Conduct visual communication research with a critical mind; and
- IV. Examine and be aware of major socio-economic, political and cultural issues, development in science and technology, and ethical controversies affecting design trend and design industries in the local, regional and global contexts.

22. Associate of Social Science

Programme Aims

This programme aims to

- Develop students' intellectual abilities to appreciate human and social phenomena from multiple perspectives and to carry out self-directed enquiries into areas of interest;
- Broaden students' horizons so that they can realise their potential and participate in society with constructive and innovative attitudes;
- Equip students with a solid foundation of generic skills, cultivate a spirit of lifelong learning, and encourage the pursuit of active citizenship; and
- Provide students with the knowledge foundation for further study in social sciences.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Describe the basic concepts and theories in social science that explain human, societal and global phenomena;
- II. Examine the major socio-political, cultural and economic issues affecting human behaviours in the local, national, regional and global contexts;
- III. Analyse human and social issues in contemporary society through interdisciplinary studies, including major ideas in arts and humanities, and science and technology;
- IV. Use various data collection methods and apply information technologies to analyse and present data; and
- V. Apply effective communication skills (in English and Chinese) in relating with a variety of people and identify areas for personal growth and professional development.

23. Associate of Social Science in Applied Psychology

Programme Aims

This programme aims to provide students with the major concepts, theories and practices in the key areas of psychology, using the five established psychological perspectives: Psychoanalytic, Humanist, Behaviourist, Cognitive and Biological perspectives as the framework. Thereafter, the primary focus is upon the application of these psychological concepts and principles to a wide variety of professional and personal settings.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Analyse the major psychological concepts, theoretical perspectives, and empirical findings in human processes and behaviours;
- II. Apply psychological approaches and use appropriate information technology in gathering and analysing data, solving problems, and developing initiatives within various personal and professional settings;
- III. Apply the knowledge of Social Science in personal, socio-political, cultural, and professional context;
- IV. Communicate effectively, both orally and in writing, on psychology related issues; and
- V. Relate the major ideas in arts and humanities, science and technology to psychology.

24. Associate of Social Science in Applied Social Studies

Programme Aims

This programme aims to

- Provide students with the knowledge foundation of social sciences;
- Enable them to apply this knowledge to specific disciplines and subject areas of social studies; and
- Equip students with a solid foundation of generic skills, cultivate a spirit of lifelong learning, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Demonstrate civic and social awareness, cultural, health and historical awareness, and explain their relationships with real world issues;
- II. Apply the main perspectives, orientation and methods in the discipline of social sciences in a wide variety of professional contexts;
- III. Apply interpersonal, communication (in English and Chinese), information technology, quantitative and analytical, critical thinking, problem solving and self-directed lifelong learning skills in their personal and professional work settings;
- IV. Identify their interest and ability in a specific field in the discipline of applied social studies; and
- V. Relate the major ideas in arts and humanities, science and technology to their own field in the discipline of applied social studies.

25. Associate of Social Science in Event Management

Programme Aims

This programme aims to

- Equip them with the attitude, skills and knowledge for taking up employment as administrative assistants or supervisors in event management in both commercial and non-commercial sectors;
- Cultivate the sensitivity to social, cultural and ethical issues relating to events;
- Develop a solid foundation of generic skills, foster a spirit of lifelong learning, and encourage the pursuit of active citizenship; and
- Prepare the graduates for further study.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Organise and manage activities, projects and events responsibly to meet quality standards;
- II. Perform administrative and supervisory tasks pertaining to event management in commercial, public, and non-profit sectors;
- III. Critically examine social, cultural, community and ethical issues regarding events from a social science perspective;
- IV. Relate the socio-cultural issues, major ideas in arts and humanities, science and technology affecting the event sector in local, national, and regional contexts;
- V. Apply language (including English and Chinese), communication, interpersonal skills and information technologies in relation to event management.

26. Associate of Social Science in Leisure and Tourism Management

Programme Aims

This programme aims to

- Equip students with an understanding of the key concepts of leisure and tourism and enable them to pursue further education in related areas;
- Provide students with professional education to acquire the competencies needed to gain employment in pertinent industries; and
- Equip students with a solid foundation of generic skills, cultivate a spirit of lifelong learning, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Integrate knowledge, principles and ethics into the development and management of leisure and tourism services;
- II. Analyse the impact of social, cultural, economic, political, technological, environmental and legal contextual factors on leisure and tourism practices;
- III. Apply interpersonal, communication, information technology, quantitative and analytical, organisational and inter-cultural competencies for effective implementation of functional activities in leisure and tourism service settings;
- IV. Exercise judgement and take responsibility in planning, performing and evaluating activities in leisure and tourism; and
- V. Relate the major ideas in arts and humanities, science and technology to leisure and tourism.

27. Associate of Social Science in Public Administration and Management

Programme Aims

This programme aims to

- Provide students with a firm educational foundation in public administration and management studies;
- Equip students with practical administrative skills, contextual knowledge and analytical abilities relevant to the public sector and a wide range of careers; and
- Equip students with a solid foundation of generic skills, cultivate a spirit of lifelong learning, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply theories, principles and practical skills of public administration for effective management in an organisational setting;
- II. Criticise and evaluate social and political issues, relating ideas from public administration and management studies and other disciplines including arts and humanities, science and technology;
- III. Explain and analyse the relationships between administrative and managerial activity and the cultural, organisational, social, political and economic context within which it is practised;
- IV. Communicate effectively both orally and in written form and work effectively in teams; and
- V. Demonstrate the necessary academic research skills for further studies.

28. Associate of Social Science in Public Relations and Advertising

Programme Aims

This programme aims to equip students with public relations and advertising skills to meet the demand for talented manpower in the pertinent industries. With a curriculum that covers social sciences, mass communications, public relations and advertising, the programme provides students with an educational experience that will enhance their understandings of public relations and advertising from a social sciences perspective. After completing the programme, students should have acquired the essential knowledge of public relations and advertising, the competencies for taking up entry level client servicing tasks in both in-house and agencies levels, and the intellectual capacity for higher education.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply concepts and theories in social science, mass communication, public relations and advertising to the analysis of public relations and advertising practices and issues;
- II. Perform tasks responsibly and produce outputs that meet quality standards pertaining to public relations and advertising in different settings from the elementary to the intermediate levels;
- III. Use various data collection methods and information technologies to analyse and present data;
- IV. Examine the major socio-political, cultural and economic issues affecting public relations and advertising in the local, national, regional and international contexts;
- V. Demonstrate critical and creative thinking in professional public relations and advertising contexts;

- VI. Demonstrate fluent oral and written English in both general academic and discipline-specific contexts; and
- VII. Relate the major ideas in arts and humanities, science and technology to the disciplines of public relations and advertising.

29. Associate of Social Science in Social Work

Programme Aims

This programme aims to

- Develop students into reflective practitioners who can perform various roles and tasks as front-line social workers with adequate standard of competency in a variety of service settings;
- Provide students with a foundation in the knowledge of social sciences and prepare them for further studies; and
- Equip students with a solid foundation of generic skills, cultivate a spirit of lifelong learning, and encourage the pursuit of active citizenship.

Programme Intended Learning Outcomes

Upon successful completion of this programme, students should be able to:

- I. Apply the knowledge and skills of generalist social work practice to working with individuals, groups and communities;
- II. Exercise appropriate judgement and take responsibility in planning, implementing, and evaluating social work practice;
- III. Analyse ethical issues and dilemmas in social work practice, and internalise social work values and attitudes in developing as a professional;
- IV. Relate major psychological, socio-political and cultural issues in the local and global contexts and ideas in arts and humanities, science and technology to social work practice and,
- V. Apply interpersonal, communication, information technology, quantitative and analytical, critical thinking, problem solving and self-directed lifelong learning skills in their personal and professional life.