



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 RE-ACCREDITATION

**BACHELOR OF ARTS IN ENGLISH
(HONOURS) PROGRAMME**

MARCH 2017

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 registered under the Post Secondary Colleges Ordinance (Cap 320) in 2010, and started to offer bachelor degree programmes in September 2010.
- 1.2 The College has undergone a number of learning programme accreditation and re-accreditation exercises, and currently operates 14 accredited programmes at QF level 5 in various disciplines such as business administration, computing and information technology, finance, humanities, journalism and communication, language, management science, supply chain management, and translation, and one accredited programme at QF level 6 in business and legal translation.
- 1.3 HKCAAVQ was commissioned by the College to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
 - (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Arts in English (Honours) (BA-ENG) Programme of the College meets the stated objectives and QF standard and can continue to be offered as an accredited programme from the 2017/18 academic year; and
 - (b) To issue to the College an accreditation report setting out HKCAAVQ's determination in relation to (a) above.
- 1.4 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 12 to 13 January 2017.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

2.1 Learning Programme Re-accreditation

Approval

Name of Operator	Hang Seng Management College 恒生管理學院
Name of Award Granting Body	Hang Seng Management College 恒生管理學院
Title of Learning Programme	Bachelor of Arts (Honours) in English Programme 英國語文（榮譽）學士課程
Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in English 英國語文（榮譽）學士
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	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
QF Level	Level 5
QF Credit	Not Applicable
Mode(s) of Delivery and Programme Length	Full-time, 4 years
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2022
Number of Enrolments	One enrolment per year

Maximum Number of New Students	Year 1 entry – 60 per year Year 2 entry – 4 per year Year 3 entry – 6 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

2.1.1 Recommendation

- (a) The College should further strengthen the support to academic leadership of the Programme by expanding the number of senior staff sharing programme management responsibilities.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- The Programme aims to “provide a four-year university education to train students to be well-versed in English through its language and communication, literature, linguistics and comparative studies curriculum.”
- The objectives of the BA-ENG Programme are to enable students:

PO 1	To think critically, and learn independently;
PO 2	To gain solid knowledge in the concepts, theories and applications of English studies (literature and linguistics), supplemented with fundamental knowledge in business studies;
PO 3	To face challenges using critical thinking, creativity, analytical skills and problem-solving abilities acquired from their training in language, linguistics and literature;
PO 4	To use knowledge of language and literature to develop understanding of local and global issues, developments and cultures;
PO 5	To communicate effectively in English and Chinese (Cantonese and Putonghua) in biliterate and trilingual environments, including academic and business-related contexts;
PO 6	To put knowledge and theories of linguistics, literature and language studies into practice, including business-related purposes and contexts;

PO 7	To develop and broaden their understanding and appreciation of the world and its diverse communities and cultures; and
PO 8	To work independently or in a team with effective social and interpersonal skills from the learning process.

3.2 Programme Intended Learning Outcomes

- Upon completion of the Programme, students should be able to demonstrate the following Programme Intended Learning Outcomes (PILOs)

PILO 1	Knowledge of genres, themes and movements in English literary studies, as well as knowledge of form, function, meaning and usage in linguistic studies;
PILO 2	Knowledge of the historical and cultural contexts in which English literature has been written and shaped, and theories of modern linguistics have developed and evolved;
PILO 3	Skills of critical inquiry, appreciation, interpretation and evaluation, argument, and written expression;
PILO 4	Research skills to critically analyse, evaluate and synthesise information, ideas and concepts from literary, non-literary texts and linguistic data;
PILO 5	Cultural and global awareness through literary and linguistics studies;
PILO 6	Capacity for adaptability and for appreciating diversity in the workplace;
PILO 7	Effective communicative skills in English and Chinese in biliterate and trilingual environments, including academic and business-related contexts; and
PILO 8	Knowledge and skills to undertake further study within the discipline or to pursue a career in business-related settings.

3.3 Programme Structure

Study Areas	<i>No. of Modules (% of Total Curriculum)</i>
	2017/18 onwards
English Studies	20 (46.5%)
• Cores	10
• Electives	10
Business Education	3 (7.0%)
• Cores	2
• Electives	1
Common Core (I + II + III)	15 (34.9%)
(I) General Education	7
(II) Languages	
• Chinese	3
• English	3
(III) Quantitative Methods and IT Skills	1
	1
Free Electives	5 (11.6%)
Total	43 (100%)

3.4 Graduation Requirements

- Completed and been assessed on at least 129 credits (43 modules);
- Obtained an overall GPA of 2.0 or above for all modules in which they were assessed;
- Obtained a Grade D or better on at least 120 credits (40 modules);
- Obtained a Grade D or better in all core modules;
- Fulfilled the language competency exit requirement, i.e. 6.0 or above in the IELTS test, or equivalent, and Grade 3B (三級乙等) or above in State Grade Putonghua Proficiency Test; students failing to pass these tests are required to take the relevant English or Putonghua modules in lieu of the tests;
- 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
 - (a) Hong Kong Diploma of Secondary Education Examination (HKDSE) 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;
 - (b) Hong Kong Advanced Level Examination (HKALE) 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 5 passes in the Hong Kong Certificate of Education Examination (HKCEE) (including Chinese Language, English Language and Mathematics);
 - (c) International Baccalaureate Diploma Programme (IB) 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;
 - (d) SAT Qualification
 - A minimum of 1650 on the SAT Reasoning Test
 - 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.

- Year 2 Standard Entry

Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum overall Grade Point Average (GPA) of 2.3 or equivalent.

- Year 3 Standard Entry

Applicants should have completed an AD or HD in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum overall Grade Point Average (GPA) of 2.5 or equivalent, and pass the assessment as required by the programme, e.g. written test, interview, etc.

3.6 Graduate Profile

- Please refer to Appendix.

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 commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 17/16
File Reference: 56/10/02

Appendix

Graduate Profile of Bachelor of Arts (Honours) in English

Qualification Title	Bachelor of Arts (Honours) in English 英國語文（榮譽）學士																	
Qualification Type	Bachelor Degree																	
QF Level	5																	
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	Business and Management																	
Sub-area (Other Area of Study and Training)	General Business Management																	
Programme Objectives	<p>The objectives of the Programme are to enable students:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">PO 1</td> <td>To think critically, and learn independently;</td> </tr> <tr> <td>PO 2</td> <td>To gain solid knowledge in the concepts, theories and applications of English studies (literature and linguistics), supplemented with fundamental knowledge in business studies;</td> </tr> <tr> <td>PO 3</td> <td>To face challenges using critical thinking, creativity, analytical skills and problem-solving abilities acquired from their training in language, linguistics and literature;</td> </tr> <tr> <td>PO 4</td> <td>To use knowledge of language and literature to develop understanding of local and global issues, developments and cultures;</td> </tr> <tr> <td>PO 5</td> <td>To communicate effectively in English and Chinese (Cantonese and Putonghua) in biliterate and trilingual environments, including academic and business-related contexts;</td> </tr> <tr> <td>PO 6</td> <td>To put knowledge and theories of linguistics, literature and language studies into practice, including business-related purposes and contexts;</td> </tr> <tr> <td>PO 7</td> <td>To develop and broaden their understanding and appreciation of the world and its diverse communities and cultures; and</td> </tr> <tr> <td>PO 8</td> <td>To work independently or in a team with effective social and interpersonal skills from the learning process.</td> </tr> </table>		PO 1	To think critically, and learn independently;	PO 2	To gain solid knowledge in the concepts, theories and applications of English studies (literature and linguistics), supplemented with fundamental knowledge in business studies;	PO 3	To face challenges using critical thinking, creativity, analytical skills and problem-solving abilities acquired from their training in language, linguistics and literature;	PO 4	To use knowledge of language and literature to develop understanding of local and global issues, developments and cultures;	PO 5	To communicate effectively in English and Chinese (Cantonese and Putonghua) in biliterate and trilingual environments, including academic and business-related contexts;	PO 6	To put knowledge and theories of linguistics, literature and language studies into practice, including business-related purposes and contexts;	PO 7	To develop and broaden their understanding and appreciation of the world and its diverse communities and cultures; and	PO 8	To work independently or in a team with effective social and interpersonal skills from the learning process.
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Programme Intended Learning Outcomes	<p>Upon completion of the Programme, students should be able to demonstrate the following Programme Intended Learning Outcomes (PILOs):</p> <table border="1" data-bbox="616 327 1445 1144"> <tr> <td data-bbox="616 327 743 461">PILO 1</td> <td data-bbox="743 327 1445 461">Knowledge of genres, themes and movements in English literary studies, as well as knowledge of form, function, meaning and usage in linguistic studies;</td> </tr> <tr> <td data-bbox="616 461 743 595">PILO 2</td> <td data-bbox="743 461 1445 595">Knowledge of the historical and cultural contexts in which English literature has been written and shaped, and theories of modern linguistics have developed and evolved;</td> </tr> <tr> <td data-bbox="616 595 743 663">PILO 3</td> <td data-bbox="743 595 1445 663">Skills of critical inquiry, appreciation, interpretation and evaluation, argument, and written expression;</td> </tr> <tr> <td data-bbox="616 663 743 763">PILO 4</td> <td data-bbox="743 663 1445 763">Research skills to critically analyse, evaluate and synthesise information, ideas and concepts from literary, non-literary texts and linguistic data;</td> </tr> <tr> <td data-bbox="616 763 743 831">PILO 5</td> <td data-bbox="743 763 1445 831">Cultural and global awareness through literary and linguistics studies;</td> </tr> <tr> <td data-bbox="616 831 743 898">PILO 6</td> <td data-bbox="743 831 1445 898">Capacity for adaptability and for appreciating diversity in the workplace;</td> </tr> <tr> <td data-bbox="616 898 743 1032">PILO 7</td> <td data-bbox="743 898 1445 1032">Effective communicative skills in English and Chinese in biliterate and trilingual environments, including academic and business-related contexts; and</td> </tr> <tr> <td data-bbox="616 1032 743 1144">PILO 8</td> <td data-bbox="743 1032 1445 1144">Knowledge and skills to undertake further study within the discipline or to pursue a career in business-related settings.</td> </tr> </table>	PILO 1	Knowledge of genres, themes and movements in English literary studies, as well as knowledge of form, function, meaning and usage in linguistic studies;	PILO 2	Knowledge of the historical and cultural contexts in which English literature has been written and shaped, and theories of modern linguistics have developed and evolved;	PILO 3	Skills of critical inquiry, appreciation, interpretation and evaluation, argument, and written expression;	PILO 4	Research skills to critically analyse, evaluate and synthesise information, ideas and concepts from literary, non-literary texts and linguistic data;	PILO 5	Cultural and global awareness through literary and linguistics studies;	PILO 6	Capacity for adaptability and for appreciating diversity in the workplace;	PILO 7	Effective communicative skills in English and Chinese in biliterate and trilingual environments, including academic and business-related contexts; and	PILO 8	Knowledge and skills to undertake further study within the discipline or to pursue a career in business-related settings.
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Education Pathways	<p>Graduates may pursue full-time or part-time postgraduate studies in local and overseas universities for master's programmes in disciplines such as literary studies, linguistics, translation, journalism studies, and intercultural communication.</p>																
Employment Pathways	<p>Graduates are mostly employed in the communications and business sectors, for job positions such as management/financial services trainee, translation trainee, administrative assistant, project/production assistant, events assistant, customer services officer, executive officer, executive writer, company secretary and legal secretary. Graduates may also pursue employment in the education sector as English teacher and teaching assistant.</p>																
Minimum Admission Requirements	<p><u>Year 1 Standard Entry</u></p> <p>(a) <u>Hong Kong Diploma of Secondary Education Examination (HKDSE)</u> 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;</p> <p>(b) <u>Hong Kong Advanced Level Examination (HKALE)</u> 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 5 passes in the Hong Kong Certificate of Education</p>																

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