



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

**PROGRAMME AREA ACCREDITATION
FOR MASS MEDIA AND COMMUNICATIONS,
JOURNALISM AND PUBLIC RELATIONS**

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 (HSMC) was established in 2010 through a restructuring of Hang Seng School of Commerce which was founded in 1980. HSMC is registered under the Post Secondary Colleges Ordinance (Cap 320) and offers bachelor's and above degree programmes.
- 1.2 Since its establishment, HSMC has undergone a number of accreditation exercises by HKCAAVQ, and has fourteen bachelor and one master degree programmes accredited at QF Level 5 and 6 respectively. In April 2016, HSMC underwent a Programme Area Accreditation (PAA) exercise, and attained PAA status in eight programme areas under the previous classification system of 21 Areas of Study and Training covering General Business Administration, General Management, Marketing, Accounting, Finance, Translation, Logistics Studies, and Supply-chain Management.
- 1.3 HSMC operated the Bachelor of Journalism and Communication (Honours) programme since 2011/12. Following the successful re-accreditation of the programme in March 2016, HSMC commissioned HKCAAVQ to conduct this PAA exercise.
- 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 8 - 9 December 2016.

2. HKCAAVQ's Accreditation Determination

- 2.1 Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination.
- 2.2 HSMC is considered as meeting the HKCAAVQ accreditation standards of the Programme Area Accreditation. HSMC has robust

internal processes in place that ensure the development and operation of learning programmes under the approved programme areas are aligned and managed in accordance with its institutional development plan, and its learning programmes meet the stated objectives and QF standards.

- 2.3 HKCAAVQ determines that HSMC can be granted the Programme Area Accreditation status for the Programme Area “Mass Media and Communications, Journalism and Public Relations” at QF Level 5 under the Area of Study and Training “Mass Media and Communications, Journalism and Public Relations” for a validity period of five years during the academic years 2017/18 to 2021/22 inclusive. The details are specified as follows:

Name of Operator 營辦者名稱	Hang Seng Management College 恒生管理學院
Address of Operator	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories
Name of Award Granting Body 資歷頒授者名稱	Hang Seng Management College 恒生管理學院
Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area	Mass Media and Communications, Journalism and Public Relations
Programme Area	Mass Media and Communications, Journalism and Public Relations
QF Level	Level 5
Start Date of Validity Period	1 September 2017
End Date of Validity Period	31 August 2022
Address of Teaching / Training Venue(s)	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

2.4 Scope of Programme Areas

The scope of the approved programme areas of Mass Media and Communications, Journalism and Public Relations covers the study and training in the various systems, means, media and processes for sending and passing information and messages to the target audience to achieve intended purposes.

- 2.5 The PAA status as defined by the approved programme area(s) will enable the Operator to offer programmes up to the QF level specified for the approved programme area(s) without prior learning programme accreditation. The programmes offered by the Operator up to the QF level specified for the approved programme area(s) are eligible for entry into the Qualifications Register (QR).

3. Substantial Change

- 3.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval from HKCAAVQ.

4. Qualifications Register

- 4.1 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.
- 4.2 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.

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