



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

SUMMARY ACCREDITATION REPORT

CHU HAI COLLEGE OF HIGHER EDUCATION

LEARNING PROGRAMME RE-ACCREDITATION

**BACHELOR OF ARTS (HONOURS) IN ENGLISH FOR
PROFESSIONAL COMMUNICATION**

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 Chu Hai College of Higher Education (the College) was registered in 2004 under the Post Secondary Colleges Ordinance (Cap 320) as a privately funded, non-profit post-secondary college. Since 2004, the College has undergone a number of learning programme accreditations / re-accreditations of its undergraduate programmes, and at present, all its 17 Bachelor Degree programmes are accredited by HKCAAVQ including this one which was first accredited in 2012. Since 2014, the College has successfully obtained Programme Area Accreditation (PAA) status at QF Level 5 for a number of programme areas, and in 2014, it undertook Initial Evaluation (IE) to demonstrate its abilities to effectively manage the development, delivery, assessment and quality assurance of its programmes at QF Level 6, and currently operates two accredited programmes at this level.
- 1.2 HKCAAVQ was commissioned by the College to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
- (a) To determine whether the Bachelor of Arts (Honours) in English for Professional Communication Programme of Chu Hai College of Higher Education meets the stated objectives and Qualifications Framework (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 the results of the determination in relation to (a) 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 10-12 January 2017.

2. HKCAAVQ's Accreditation Determination

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

2.1 Learning Programme Re-accreditation

Approval

Name of Operator	Chu Hai College of Higher Education 珠海學院
Name of Award Granting Body	Chu Hai College of Higher Education 珠海學院
Title of Learning Programme	Bachelor of Arts (Honours) in English for Professional Communication Programme 專業英語傳意（榮譽）文學士學位課程
Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in English for Professional Communication 專業英語傳意（榮譽）文學士
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	English Language
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 5
QF Credits	Not applicable
Mode 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 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	80 Castle Peak Road, Castle Peak Bay, Tuen Mun, New Territories

2.2 Recommendations

- (a) The College should conduct more formal market research into the particular needs of employers as well as the potential interests of students in order to have more quantitative data available for making strategic decisions about the competitiveness and possible consolidation or expansion of the Programme in the future.
- (b) The College should enhance the *Freshman English* foundation course with special emphasis on strengthening training in advanced reading and writing and formulation of arguments.
- (c) The College should consider incorporating more linguistics subjects in the curriculum including discourse analysis, corpus linguistics and generative grammar.
- (d) The College should better integrate the Electives with the Foundation Stage core courses, with reference to the core areas of English literature, linguistics and culture.
- (e) The College should develop further opportunities for student exchange with English speaking countries; and also opportunities for internship with local industry.
- (f) The College should develop an exit English examination policy (e.g. using IELTS, TOEFL etc.) to have an objective assessment of the English standards of the graduates.
- (g) The College should aim to recruit more experienced academic staff including those with leadership experience in order to achieve the vision of the Department and the objectives of the Programme in the coming years.
- (h) The College should invest more in the English language library holdings, including online resources.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- enable graduates to acquire and internalise all the generic and intellectual skills as well as communication skills as prescribed for QF Level 5 (vide Generic Level Descriptors);
- empower graduates to evolve into knowledgeable intellectuals, highly proficient and articulate in effectively communicating in English;
- empower graduates to mediate effectively between clients and practitioners in one of the two streams of Business and Technical Communication and Media Communication (of their choice); and
- enable graduates equipped with both professional communication skills and a knowledge-base of the relevant sector, to function in a specialist environment (of the local commercial, industrial, publishing, or media sector) meaningfully and usefully in contributing to successful completion of practical assignments on the job.

3.2 Programme Intended Learning Outcomes

- communicate with a high level English proficiency in all practical situations and in particular in a specifically commercial, industrial, media, publishing or any other relevant environment;
- function linguistically in the English medium, using English as a world language, in situations in which subtle features and characteristics of the English language figure prominently;
- demonstrate a working knowledge base requisite for operation in the commercial, industrial, media and publishing sector;
- demonstrate a good grounding in the literature, linguistics, history and philosophy of the English-speaking nations so as to be culturally sensitive;
- foster, promote and sharpen critical thinking, creativity, problem-solving and decision-making skills;
- consolidate, further develop and inter-relate Programme and individual course aims, intended learning outcomes and course content holistically; and
- synthesise knowledge, understanding, skills and experience towards cultivating a lifelong propensity and capability of applying and furthering these elements to achieve a whole-person development towards advancing the academic and pedagogical

goals and fruits of the Programme for lifelong learning and for bridging East and West in cultural and intellectual terms.

3.3 Programme Structure

Programme Structure as from 2017/18	Years 1 & 2 Credit Value	Years 3 & 4 Credit Value
College Required Generic Courses	12	
General Education Courses	12	
Foundation Stage Department Required Common Core Courses	42	
Specialisation Stage Department Required Common Core Courses		9
Stream Required Courses		21
Programme Electives		21
Free Electives	6	
Internship (optional)		0
Total Credits for Foundation Stage (Years 1&2)	72	
Total Credits for Specialisation Stage (Years 3&4)		51
Programme Total Credits for Graduation	123	

3.4 Graduation Requirements

- To be eligible for conferring the Bachelor Degree award of this Programme, students must obtain a cumulative GPA of at least 2.0*, and for First Class Honours a GPA 3.5 or above, and to satisfactorily fulfill the following:
 - (a) Programme Graduation Requirements – passing all core courses and elective courses and GE courses prescribed for the Foundation Stage and passing the common courses *Research Methodology for Final Year Projects* and *Final Year Project*, and all Stream core courses and elective courses;
 - (b) Passing the common generic courses of *Freshman English* and *Freshman Chinese* at the Foundation Stage;
 - (c) Passing the non-credit-bearing *Physical Education* course before graduation; and
 - (d) Attaining the credit value of 123 for graduation.

(*Note: The College confirmed in its letter dated 10 April 2017 to HKCAAVQ that for conferring the Bachelor Degree award of this Programme, students must obtain a cumulative GPA of at least 2.0, not 2.5.)

3.5 Admission Requirements

- For admission to this Programme, students are required to have obtained the Hong Kong Diploma of Secondary Education (HKDSE) Level 3 or above in English Language and Chinese Language and Level 2 or above in Mathematics and Liberal Studies plus Level 2 in an Elective Subject.

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 the 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.

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Graduate Profile of Bachelor of Arts (Honours) in English for Professional Communication

Qualification Title	Bachelor of Arts (Honours) in English for Professional Communication 專業英語傳意（榮譽）文學士
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study / Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	English Language
Programme Objectives	<p>The programme objectives are as follows:</p> <ol style="list-style-type: none"> 1. To enable graduates to acquire and internalise all the generic and intellectual skills as well as communication skills as prescribed for QF Level 5 (vide <i>Generic Level Descriptors</i>); 2. To empower graduates to evolve into knowledgeable intellectuals, highly proficient and articulate in effectively communicating in English; 3. To empower graduates to mediate effectively between clients and practitioners in one of the two streams of <i>business and technical communication</i> and <i>media communication</i> (of their choice); and 4. To enable graduates equipped with both professional communication skills and a knowledge-base of the relevant sector, to function in a specialist environment (of the local commercial, industrial, publishing, or media sector) meaningfully and usefully in contributing to successful completion of practical assignments on the job.
Programme Intended Learning Outcomes	<p>Upon successful completion of the Programme, students should be able to:</p> <ol style="list-style-type: none"> 1. Communicate with a high level English proficiency in all practical situations and in particular in a specifically commercial, industrial, media, publishing or any other relevant environment; 2. Function linguistically in the English medium, using English as a world language, in situations in which subtle features and characteristics of the English language figure prominently;

	<ol style="list-style-type: none"> 3. Demonstrate a working knowledge base requisite for operation in the commercial, industrial, media and publishing sector; 4. Demonstrate a good grounding in the literature, linguistics, history and philosophy of the English-speaking nations so as to be culturally sensitive; 5. Foster, promote and sharpen critical thinking, creativity, problem-solving and decision-making skills; 6. Consolidate, further develop and inter-relate Programme and individual course aims, intended learning outcomes and course content holistically; and 7. Synthesise knowledge, understanding, skills and experience towards cultivating a lifelong propensity and capability of applying and furthering these elements to achieve a whole-person development towards advancing the academic and pedagogical goals and fruits of the Programme for lifelong learning and for bridging East and West in cultural and intellectual terms.
Education Pathways	Articulation to Master's Programmes at both local and overseas universities and other institutions of higher education <u>or</u> working towards attaining (chartered/ professional) membership of professional bodies in publishing/ mass media/ performing arts
Employment Pathways	Positions in companies/ firms/ organizations in commercial, industrial, media, publishing, logistics, etc.; executive and administrative grade in the Civil Service, financial and banking sectors, teaching in secondary schools, etc.
Minimum Admission Requirements	Applicants are required to have obtained the Hong Kong Diploma of Secondary Education (HKDSE) Level 3 or above in English Language and Chinese Language and Level 2 or above in Mathematics and Liberal Studies plus Level 2 in an Elective Subject.
Operator	Chu Hai College of Higher Education