



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

SUMMARY ACCREDITATION REPORT

**HKU SCHOOL OF PROFESSIONAL AND CONTINUING
EDUCATION AND
EDINBURGH NAPIER UNIVERSITY**

LEARNING PROGRAMME RE-ACCREDITATION

**BACHELOR OF ARTS (WITH HONOURS) IN
INTERNATIONAL FESTIVAL & EVENT MANAGEMENT**

DECEMBER 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 HKU School of Professional and Continuing Education (HKU SPACE) was established by The University of Hong Kong (HKU) as the Department of Extra Mural Studies in 1956. It was incorporated as a non-profit-making company limited by guarantee in 1999. HKU SPACE offers full-time non-local degree programmes through the College of Business and Finance, the College of Humanities and Law, and the College of Life Sciences and Technology.
- 1.2 Edinburgh Napier University (ENU) was established in 1964, and attained full university status in 1992. It offers over 150 undergraduate and around 120 postgraduate courses, with a staffing complement of more than 1,500. In 2015, ENU was awarded the Queen's Anniversary Prize for Higher and Further Education.
- 1.3 ENU and HKU SPACE commenced their partnership in 1970. In 2017, they offer 13 programmes in a range of different disciplines.
- 1.4 HKCAAVQ was commissioned by HKU SPACE and ENU, jointly as the Operator, 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 following programme of the Operator meets the stated objectives and Hong Kong Qualifications Framework (HKQF) standard and can continue to be offered as an accredited programme from the date as specified in the accreditation report, where appropriate:

Bachelor of Arts (with Honours) in International Festival &
Event Management
NCR Reference No: 452365
 - (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) above.

- 1.5 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 October 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 Local Operator	HKU School of Professional and Continuing Education 香港大學專業進修學院
Name of Non-local Operator	Edinburgh Napier University
Name of Award Granting Body	Edinburgh Napier University
Title of Learning Programme	Bachelor of Arts (with Honours) in International Festival & Event Management 國際節日及項目管理（榮譽）文學士
Title of Qualification (Exit Award)	Bachelor of Arts (with Honours) in International Festival & Event Management
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	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management

Industry	Not applicable
Branch	Not applicable
HKQF Level	Level 5
HKQF Credit	240
Modes of Delivery and Programme Length	Full-time, 2 to 4 years Part-time, 2 to 4 years
Intermediate Exit Award(s)	<p>Title of Qualification: Bachelor of Arts in International Festival & Event Management</p> <p>QF Level: Level 5</p> <p>QF Credits: 120 credits</p> <p>Attainment: Completion of the required 120 credits of Bachelor of Arts (with Honours) in International Festival & Event Management</p>
Start Date of Validity Period	1 September 2018
End Date of Validity Period	31 August 2023
Number of Enrolments	Full-time – 1 per year Part-time – 2 per year
Maximum Number of New Students	Full-time – 150 per year Part-time – 100 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	<p>(1) HKU SPACE Headquarters, T.T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong</p> <p>(2) Graduate House Learning Centre, Level P6, Graduate House, No. 3 University Drive, The University of</p>

	<p>Hong Kong, Hong Kong</p> <p>(3) Admiralty Learning Centre, 2/F & 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong</p> <p>(4) United Learning Centre, 6/F & 34/F, United Centre, 95 Queensway, Hong Kong</p> <p>(5) HKU SPACE Po Leung Kuk Stanley Ho Community College Campus, 66 Leighton Road, Causeway Bay, Hong Kong</p> <p>(6) Fortress Tower Learning Centre, 1/F, 4/F, 10/F, 14/F, 19/F & 22/F, Fortress Tower, 250 King's Road, North Point, Hong Kong</p> <p>(7) Island East Campus, 494 King's Road, North Point, Hong Kong</p> <p>(8) Kowloon East Campus, 28 Wang Hoi Road, Kowloon Bay, Kowloon</p> <p>(9) Kowloon West Campus, G/F-3/F, 38-46 Nassau Street, Mei Foo Sun Chuen, Kowloon</p> <p>(10) Clothing Industry Training Authority, 63 Tai Yip Street, Kowloon Bay, Kowloon</p>
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2.1.1 Recommendation

The Operator should review the timing of conducting the Graduate Survey to collect useful data for analysing graduate performance.

3. Programme Details

The following programme information is provided by the Operator.

3.1 Programme Objectives

- Provide students with a coherent and vocationally relevant academic curriculum designed to equip them for a career in the festival and event and related service sectors;
- Develop students' competence in applying appropriate theories and concepts of business and organisational management, and associated management disciplines, to practical festival and event situations;

- Provide a challenging learning programme that develops students' critical, analytical, evaluative and reflective approaches to festival and event management; and
- Develop key employability skills in students to meet the needs of the international festival and events industry.

3.2 Programme Intended Learning Outcomes

Knowledge and understanding of

- Explaining, interpreting and challenging theories and concepts which are used to understand the origin, purpose, meanings, core values and development of festivals and events from a range of critical perspectives;
- Demonstrating knowledge and understanding of the characteristics, needs and motivations of event consumers, including barriers to participation due to the diversity of potential customers (through age, gender, disability and culture), and formulating strategies to meet their needs;
- Understanding the nature and the management of experience design and delivery in developing successful, sustainable and creative festivals and events;
- Demonstrating knowledge and understanding of the social, political, economic, technological and environmental contexts and impacts of festival and event operations;
- Demonstrating knowledge and understanding of key business and management disciplines, and their application to strategic and ethical festival and event management
- Critically evaluating the policies, initiatives, frameworks, organisations and structures related to festivals and events, and analysing their impact on festival and event operations;
- Developing the professional skills necessary to become an effective and reflective festival and event manager, and developing specialist management attributes;

Skills and other attributes which will enable learners to

- Research, assess and evaluate data, information, management principles and theoretical constructs relevant to festival and event management from a wide variety of sources;
- Critically interpret qualitative and quantitative information;
- Apply knowledge to the solution of familiar and unfamiliar problems;
- Use research information to develop reasoned and informed argument, to challenge assumptions, and present findings in a logical and clear structure; and
- Develop responsibility for your own learning.

3.3 Programme Structure

No.	Modules	HKQF Level	HKQF Credits
1	Facilities Planning for Hospitality, Tourism and Events	5	20
2	Festival & Event Design and Delivery	5	20
3	Sports Event Tourism	5	20
4	Global Service Management	5	20
5	Event Management	5	20
6	Planning and Public Policy for Festivals and Events	5	20
7	The Management of MICE Events	5	20
8	Business Tourism	5	20
9	Festival & Event Impacts and Sustainability	5	20
10	International Festival and Event Environments	5	20
11	Dissertation	5	40
Total			240

3.4 Graduation Requirements

- Students are required to complete 11 modules with 240 credits for an honours degree, and complete any six modules except *Dissertation* with 120 credits for an ordinary degree.

3.5 Admission Requirements

- An Advanced Diploma in Hospitality Management/ Tourism Management/ Tourism and Marketing Management/ M.I.C.E. and Event Management, or a Higher Diploma in Tourism and Event Management/ Hotel Management/ Tourism and Hospitality Management awarded within HKU system through HKU SPACE; or
- An equivalent award granted by a recognised institution, such as Advanced Diploma/ Associate Degree/ Higher Diploma in M.I.C.E./ Festival/ Event Management, Tourism, Leisure or Hospitality Management; or
- An equivalent award granted by a recognized institution in other related disciplines such as Business, Management, Marketing, Communication or Linguistics. These applicants will be considered on a case-by-case basis; and they may be required to take additional module(s) based on individual merit before the commencement of the programme.

4. Substantial Change

- 4.1 HKCAAVQ may vary or withdraw the Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website. The accreditation status of the Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

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 Hong Kong Qualifications Framework (HKQF). 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 HKQF.

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