



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 ACCREDITATION

**MASTER OF SCIENCE IN
ENTREPRENEURIAL MANAGEMENT**

JULY 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 first offered bachelor degree programmes in September 2010. The College had 16 Bachelor Degree programmes accredited at QF Level 5 by HKCAAVQ, and has successfully obtained Programme Area Accreditation (PAA) status at QF Level 5. In 2016, it successfully underwent Initial Evaluation to demonstrate its abilities to effectively manage the development, delivery, assessment and quality assurance of its programmes at QF Level 6, and launched its first Master Degree programme, namely Master of Arts in Translation (Business and Legal) the same year.
- 1.2 HKCAAVQ was commissioned by the College to conduct a learning programme accreditation exercise with the following Terms of Reference:
 - (a) To determine whether the Master of Science in Entrepreneurial Management Programme of the College meets the stated objectives and Qualifications Framework (QF) standard and can be offered as an accredited programme from the 2018/19 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 11 and 12 May 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 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	Master of Science in Entrepreneurial Management 創業管理理學碩士
Title of Qualification (Exit Award)	Master of Science in Entrepreneurial Management 創業管理理學碩士
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 6
QF Credits	Not applicable
Mode of Delivery and Programme Length	Full-time, 1 year Part-time, 2 years
Start Date of Validity Period	1 September 2018
End Date of Validity Period	31 August 2022
Number of Enrolment(s)	Two enrolments per year
Maximum Number of New Students	30 per year for full-time mode 20 per year for part-time mode

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

2.2 Recommendations

- (a) The College should make the inclusion of professional ethics explicit in the Programme Intended Learning Outcomes (PILOs).
- (b) The College should move the Accounting elements from the *Accounting and Business Planning for Entrepreneurs* module to the *Entrepreneurial and Corporate Finance* module, thereby leaving Business Planning as a standalone core module. Alternatively, Accounting can be taught as a separate module in the Programme.
- (c) The College should enhance the IT management element in the *Innovation Management* module and reflect this in the module title and the Module Intended Learning Outcomes (MILOs).
- (d) The College should include entrepreneurship in the Module Intended Learning Outcomes of the *MSc Project (Entrepreneurial Management)* module, and consider removing the dissertation option from the module.
- (e) The College should review the balance of assessment in the modules. If examination/ tests are deemed necessary to assess the achievement of learning outcomes, then care must be taken that they are not given a disproportionate assessment weighting.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- (i) Nurture students' sense of effective management in entrepreneurial organisations;
- (ii) Equip students with the management skills and entrepreneurial qualities to start and manage business effectively;

- (iii) Enhance students' knowledge in the functional areas of business, such as accounting, finance and marketing, that is essential in managing entrepreneurial organisations;
- (iv) Develop students' ability to think creatively and solve business problems;
- (v) Advance students' interpersonal and communication skills especially in team-based settings; and
- (vi) Systematise students' knowledge and skills for business planning and project implementation.

3.2 Programme Intended Learning Outcomes

- (i) Apply concepts, principles, theories and philosophies underpinning the broad area of entrepreneurial management;
- (ii) Critically examine the financial issues and their implications for managing entrepreneurial organisations;
- (iii) Evaluate the key concepts in accounting and how they are applied to entrepreneurial organisations;
- (iv) Research and analyse the latest trends of marketing in entrepreneurial organisations;
- (v) Reflect upon the roles of creativity in entrepreneurship;
- (vi) Communicate effectively and solve problems with peers and work groups; and
- (vii) Prepare, systematise and implement business plans and entrepreneurial management projects.

3.3 Programme Structure

Programme Structure		Credits
Core Modules (Compulsory)		
MGT6001	Creativity and Entrepreneurship	3
ACY6001	Accounting and Business Planning for Entrepreneurs	3
MKT6003	Entrepreneurial Marketing	3
FIN6001	Entrepreneurial and Corporate Finance	3
Elective Modules (Choice of 4 modules out of the following)		
MKT6004	Digital and Cyber Marketing	3
MGT6002	Innovation Management	3
MGT6005	Asian Family Business	3
MGT6006	Leading and Managing Entrepreneurial Firms	3
MGT6007	Special Issues in Entrepreneurial Management	3
MSc Project (Compulsory)		
BUS6008	MSc Project (Entrepreneurial Management)	6
Programme Total		30

3.4 Graduation Requirements

To be eligible for the Master Degree award, students are required to acquire a total of 30 credits comprising four core modules of 12 credits and four elective modules of another 12 credits as well as completion of a MSc Project of 6 credits. The College adopts a Grade Point Average (GPA) system, and students are required to attain a minimum cumulative GPA of 2.0 for graduation and for the degree award

3.5 Admission Requirements

Applicants are expected to hold a recognised Bachelor Degree or equivalent qualification. For applicants whose qualifications are obtained from institutions where English is not the medium of instruction, they are expected to satisfy one of the following postgraduate admission English language proficiency requirements prescribed below before they are admitted:

- (a) TOEFL \geq 550 (paper-based), \geq 213 (computer-based), \geq 79 (internet-based);

- (b) IELTS \geq 6.5;
- (c) CET 6 \geq 430; or
- (d) TEM-4 \geq 70.

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 Master of Science in Entrepreneurial Management

Qualification Title	Master of Science in Entrepreneurial Management 創業管理理學碩士
Qualification Type	Master Degree
QF Level	Level 6
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
Programme Objectives	<p>The objectives of the Programme are to:</p> <ol style="list-style-type: none"> (1) Nurture students' sense of effective management in entrepreneurial organisations; (2) Equip students with the management skills and entrepreneurial qualities to start and manage business effectively; (3) Enhance students' knowledge in the functional areas of business, such as accounting, finance and marketing, that is essential in managing entrepreneurial organisations; (4) Develop students' ability to think creatively and solve business problems; (5) Advance students' interpersonal and communication skills especially in team-based settings; and (6) Systematise students' knowledge and skills for business planning and project implementation.
Programme Intended Learning Outcomes	<p>On successful completion of the programme, students should be able to demonstrate the following abilities:</p> <ol style="list-style-type: none"> (1) Apply concepts, principles, theories and philosophies underpinning the broad area of entrepreneurial management; (2) Critically examine the financial issues and their implications for managing entrepreneurial organisations; (3) Evaluate the key concepts in accounting and how

	<p>they are applied to entrepreneurial organisations;</p> <p>(4) Research and analyse the latest trends of marketing in entrepreneurial organisations;</p> <p>(5) Reflect upon the roles of creativity in entrepreneurship;</p> <p>(6) Communicate effectively and solve problems with peers and work groups; and</p> <p>(7) Prepare, systematise and implement business plans and entrepreneurial management projects.</p>
Education Pathways	Graduates of the Programme may pursue further study at MPhil or PhD levels, particularly in the fields of business, management and entrepreneurship.
Employment Pathways	<p>Graduates may take up the following careers:</p> <ol style="list-style-type: none"> 1. Start-up entrepreneurs 2. Business executives 3. Marketing and sales executives 4. Product development and innovation managers 5. Executives in agencies for supporting start-ups, small and medium-sized enterprises (SMEs) and innovation 6. Executives in venture capital firms 7. SME management consultants 8. Researchers <p>Potential employers include:</p> <ol style="list-style-type: none"> 1. Small and medium-sized enterprises (SMEs) 2. Large or listed companies 3. Family business firms 4. Business incubators and science parks 5. Banks/ venture capital firms 6. Government departments/agencies for supporting SMEs and start-ups 7. Social enterprises 8. Tertiary institutions
Minimum Admission Requirements	<ol style="list-style-type: none"> 1. A bachelor's degree from a recognised university or equivalent; and 2. Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university where English is the medium of instruction: TOEFL \geq 550 (paper-based), \geq 213 (computer-based), \geq 79 (internet-based); IELTS \geq 6.5; CET 6 \geq 430; TEM-4 \geq 70
Operator	<p>Hang Seng Management College</p> <p>恒生管理學院</p>