



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

SUMMARY ACCREDITATION REPORT

HONG KONG SHUE YAN UNIVERSITY

LEARNING PROGRAMME RE-ACCREDITATION

**MASTER OF ARTS IN
INTERDISCIPLINARY CULTURAL STUDIES**

**MASTER OF SCIENCE IN MARKETING AND
CONSUMER PSYCHOLOGY**

AND

**MASTER OF SOCIAL SCIENCES
(TRANSFORMATION OF CHINESE SOCIETIES)**

JANUARY 2018

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 HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 Hong Kong Shue Yan University became the first recognised private degree-awarding institution in Hong Kong in 2001 and gained private university status in December 2006. It has undergone a number of Learning Programme Accreditation/ Re-accreditation exercises over the years and a Programme Area Accreditation in 2006 at QF Level 5. It also underwent Periodic Review exercises in 2011 and 2016. It started to offer Master Degree programmes in 2010 and all its programmes at QF Level 6 are accredited by HKCAAVQ including the Master of Arts in Interdisciplinary Cultural Studies, Master of Science in Marketing and Consumer Psychology and Master of Social Sciences (Transformation of Chinese Societies) programmes that were first accredited in the 2013/14 academic year. In addition, the University offers a doctoral programme at QF Level 7 and plans to offer research postgraduate MPhil/ PhD programmes starting in the 2018/19 academic year.
- 1.2 HKCAAVQ was commissioned by the University to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
 - (a) To determine whether the Master of Arts in Interdisciplinary Cultural Studies programme, the Master of Science in Marketing and Consumer Psychology programme and the Master of Social Sciences (Transformation of Chinese Societies) programme of Hong Kong Shue Yan University meet the stated objectives and Qualifications Framework (QF) standard and can continue to be offered as accredited programmes from the 2018/19 academic year; and
 - (b) To issue to the University 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 22-24 November 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	Hong Kong Shue Yan University 香港樹仁大學		
Name of Award Granting Body	Hong Kong Shue Yan University 香港樹仁大學		
Title of Learning Programme	Master of Arts in Interdisciplinary Cultural Studies 跨學科文化研究文學碩士	Master of Science in Marketing and Consumer Psychology 市場學及消費者心理學理學碩士	Master of Social Sciences (Transformation of Chinese Societies) 社會科學碩士 (中國社會的變遷)
Title of Qualification (Exit Award)	Master of Arts in Interdisciplinary Cultural Studies 跨學科文化研究文學碩士	Master of Science in Marketing and Consumer Psychology 市場學及消費者心理學理學碩士	Master of Social Sciences (Transformation of Chinese Societies) 社會科學碩士 (中國社會的變遷)
Primary Area of Study and Training	Humanities	Business and Management	Social Sciences
Sub-area (Primary Area of Study and Training)	Humanities	General Business Management	Social and Behavioural Sciences

Other Area of Study and Training	Not applicable	Not applicable	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable	Not applicable	Not applicable
QF Level	Level 6	Level 6	Level 6
QF Credits	Not applicable	Not applicable	Not applicable
Mode of Delivery and Programme Length	Full-time, 1 year Part-time, 2 years	Full-time, 1 year Part-time, 2 years	Full-time, 1 year Part-time, 2 years
Start date of Validity Period	1 September 2018	1 September 2018	1 September 2018
End date of Validity Period	31 August 2023	31 August 2023	31 August 2023
Number of Enrolments	One enrolment per year	One enrolment per year	One enrolment per year
Maximum Number of New Students	Full-time: 20 per year Part-time: 20 per year	Full-time: 20 per year Part-time: 20 per year	Full-time: 20 per year Part-time: 20 per year
Specification of Competency Standards-based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Address of Teaching Venue	10 Wai Tsui Crescent, Braemar Hill, Hong Kong		

2.2 Recommendations

- (a) The University should develop and strengthen the marketing strategies including the appointment of an appropriate person with the required skill sets to integrate the promotion of the programmes and the University to prospective students.

- (b) The University should encourage collaboration domestically, regionally and internationally in both teaching and research.
- (c) While recognising that bilingualism is desirable, coursework assessment should be language specific.
- (d) In the movement from a “teaching led research informed” to a “teaching led research active” university, the University should consider revising the teaching load model to take into consideration the research load of the teaching staff.
- (e) The University should develop a more comprehensive and better coordinated overall strategy in the acquisition of library resources to ensure that they meet the needs of a growing research culture.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

For Master of Arts in Interdisciplinary Cultural Studies

- expand students’ conceptual framework;
- equip graduates to respond positively and creatively to new and substantially different points of view;
- help students to synthesize knowledge in different fields with the aim of constructing an interdisciplinary paradigm in both real world problem solving and academic study;
- enhance students’ creativity and their potential to take on managerial and cultural jobs upon graduation; and
- provide a firm theoretical foundation for students who wish to advance to MPhil or PhD programmes both overseas and locally which emphasize an interdisciplinary approach.

For Master of Science in Marketing and Consumer Psychology

- develop a comprehensive understanding of marketing and consumer psychology;
- critically review theories and techniques of marketing and consumer psychology and assess their potential use in business situations;

- synthesise skills and knowledge in marketing and consumer psychology, and develop a range of effective analytical and planning techniques applicable in solving real-life marketing problems; and
- design and manage research projects and marketing programmes in consumer-led businesses.

For Master of Social Sciences (Transformation of Chinese Societies)

The Programme aims to “adopt both sociological and anthropological perspectives to analyse social and cultural transformation in Chinese societies, and explore how this transformation reflects the complex relationships between state, market, social values, and cultural practices”. The Programme is designed based on two domains, namely Changing Social Values and Morality and Politicizing and Commoditizing Cultures.

3.2 Programme Intended Learning Outcomes (PILOs)

For Master of Arts in Interdisciplinary Cultural Studies

With respect to generic skills

- think and write in a critical way;
- design and conduct independent research;
- use a range of software, online database and research methodologies; and
- integrate the interdisciplinary approach in their future study and career.

With respect to theoretical knowledge

- relate contemporary critical concepts to literary studies, cultural studies and other disciplines;
- evaluate the concept of interdisciplinarity and the network culture of the 21st century;
- synthesize knowledge learned in different disciplines in an interconnected way; and
- construct an interdisciplinary model of knowledge to interpret 21st century knowledge/society.

For Master of Science in Marketing and Consumer Psychology

- review and criticize the dominant theories and models relevant to marketing and consumer psychology;
- analyse theoretical and practical issues in business and marketing by using psychological theories and models;

- identify and evaluate marketing practices in the contemporary business context;
- develop new knowledge independently and determine the usefulness of this knowledge within the marketing discipline;
- plan, undertake and report a piece of empirical research in a selected topic area related to marketing and consumer psychology;
- collect relevant information across a range of areas pertaining to a current marketing situation, analyse that information using relevant techniques and synthesise it into innovative and appropriate marketing strategies;
- demonstrate proficiency in applying theoretical concepts of marketing and consumer psychology to different business environments;
- communicate effectively, both in terms of writing and speaking for professional purposes; and
- work effectively as a team leader and team member.

For Master of Social Sciences (Transformation of Chinese Societies)

- critically evaluate the application of sociological and anthropological theories to the comparative study of Chinese societies;
- explain, with examples, the social and cultural phenomena in Chinese societies with special reference to commoditization and politicization;
- explore how social values and morality are changing in the midst of institutional transformations brought about by market and state, and the effects of these changes;
- reflect on the different scenarios of how individuals re-orientate themselves within changing social structures; and
- compare and contrast the diversities and complexities of Chinese culture.

3.3 Programme Structure

For Master of Arts in Interdisciplinary Cultural Studies

Core Courses (9 credits – 3 courses)
ENG 501 Contemporary Critical Thought
ENG 502 Interdisciplinary Approach to Cultural Studies
ENG 503 Seminar in Cultural Theories and Practice <u>or</u> ENG 513 M.A. Dissertation
Elective Courses (15 credits – 5 courses)
ENG 504 Research Methodology

ENG 505 City, Space and Culture
ENG 506 Fabrication of Identity
ENG 507 Modern China Through Films
ENG 508 Science, Technology and Culture
ENG 509 Environment, Ecology and Ecocriticism
ENG 510 Literature and Visual Culture
ENG 511 Language, Culture and Society
ENG 512 Hong Kong Cultural Production
ENG 514 Special Topics in Interdisciplinary Studies

For Master of Science in Marketing and Consumer Psychology

Study Block 1: Core Knowledge (12 credits – 4 courses)
BUS501 Consumer Psychology BUS502 Marketing Communications and Brand Management BUS503 Applications of Psychology to Marketing BUS540 Strategic Innovation and Marketing Management
Study Block 2: Contemporary Marketing Practices (6 credits – any 2 out of 5 courses)
BUS521 Digital Marketing and Internet Consumer Behaviour (3 Credits) BUS522 Chinese Psychology and Marketing (3 Credits) BUS523 Customer Relationship Marketing (3 Credits) BUS524 Global Marketing (3 Credits) BUS525 Organizational Marketing (3 Credits)
Study Block 3: Research (12 credits – 3 courses)
BUS531 Research Methods and Design (3 Credits) BUS532 Marketing Analytics (3 Credits) BUS541-2 Master’s Project (6 Credits)

For Master of Social Sciences (Transformation of Chinese Societies)

Foundation (Compulsory) Courses (9 Credits)	Courses Titles		Credits	
	SOC 501 Theorizing Market and State		3	
	SOC 502 Critical Research Methodologies		3	
	SOC 503 Contemporary China in Transition		3	
Electives (12 Credits)	Domain 1: Changing Social Values and Morality	Credits	Domain 2: Politicizing and Commoditizing Cultures	Credits
	SOC 504 Individualization and the Family	3	SOC 508 Collective Memories in Chinese Societies	3

	SOC 505 Religion and Market Economy	3	SOC 509 Heritage, Governance and Nationalism	3
	SOC 506 Mobility, Migration, and Inequality	3	SOC 510 Taste and Consumption	3
	SOC 507 Civil Society and Citizenship	3	SOC 511 Tourism in Chinese Societies	3
	SOC 512 Special Topics			3
SOC 513 Graduate Seminar				6

3.4 Graduation Requirements

Students are required to attain a minimum cumulative Grade Point Average (GPA) of 2.5, obtain a total of 24/27/30 credits respectively for MA, MSocSc and MSc programmes, achieve at least Grade C+ in all courses, and complete all coursework requirements for the Master's award. To be eligible for conferring the Master Degree with distinction, students must obtain a cumulative GPA of 3.7 or above with no re-taken courses.

3.5 Admission Requirements

For Master of Arts in Interdisciplinary Cultural Studies

- (a) Applicants should have graduated from a recognised university and obtained a Bachelor's degree, normally with honours not lower than Second Class; or have completed a course of study in a tertiary educational institution and obtained professional or similar qualifications equivalent to an honours degree; and
- (b) Applicants should submit International English Language Testing System (IELTS) (academic) results for assessment (normally not lower than 6.5). Exemptions from this requirement may be granted to local and overseas university graduates with a degree in English from a recognised university.

For Master of Science in Marketing and Consumer Psychology

- (a) Applicants should possess a Bachelor's degree with first or second class honours in Business Administration from an accredited programme; or a Bachelor's degree with first or second class honours from an accredited programme in other areas;

- (b) Preferably with one-year work experience in marketing or business administration or a related area; and
- (c) Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should have attained an overall score of 6.5 in IELTS (Academic) or equivalent.

For Master of Social Sciences (Transformation of Chinese Societies)

- (a) Applicants should have at least a second-class honours degree or an equivalent qualification from a university or comparable institution. Those with a background in social science and/or humanities will be given preference.
- (b) Applicants with honours degrees from local universities or overseas universities where the medium of instruction is not English are required an IELTS result of 6.0 or equivalent.

3.6 Graduate Profile

- Please refer to Appendices.

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.

Report No.: 18/16
File Reference: 40/19/04

Graduate Profile of Master of Arts in Interdisciplinary Cultural Studies

Qualification Title	Master of Arts in Interdisciplinary Cultural Studies 跨學科文化研究文學碩士
Qualification Type	Master Degree
QF Level	6
Primary Area of Study and Training	Humanities
Sub-area (Primary Area of Study and Training)	Humanities
Other Area of Study and Training	N/A
Sub-area (Other Area of Study and Training)	N/A
Programme Objectives	<ol style="list-style-type: none"> 1. To expand students' conceptual framework. 2. To equip graduates to respond positively and creatively to new and substantially different points of view. 3. To help students to synthesize knowledge in different fields with the aim of constructing an interdisciplinary paradigm in both real world problem solving and academic study. 4. To enhance students' creativity and their potential to take on managerial and cultural jobs upon graduation. 5. To provide a firm theoretical foundation for students who wish to advance to MPhil or PhD programmes both overseas and locally which emphasize an interdisciplinary approach.
Programme Intended Learning Outcomes	<p>Upon completion of the programme, graduates should be able to:</p> <p><u>With Respect to Generic Skills</u></p> <ol style="list-style-type: none"> 1. think and write in a critical way; 2. design and conduct independent research; 3. use a range of software, online database and research methodologies; 4. demonstrate through their in-class and other assessment tasks creative strategies for the teaching of liberal studies using local and global cultural texts; 5. analyse cultural texts using a problem-solving approach; 6. integrate the interdisciplinary approach in their future study and career; <p><u>With Respect to Theoretical Knowledge</u></p> <ol style="list-style-type: none"> 7. describe contemporary critical concepts; 8. relate the critical concepts to literary studies, cultural

	<p>studies and other disciplines;</p> <p>9. evaluate the concept of interdisciplinarity and the network culture of the 21st century;</p> <p>10. synthesize knowledge learned in different disciplines in an interconnected way;</p> <p>11. construct an interdisciplinary model of knowledge to interpret 21st century knowledge/society.</p>
Education Pathways	Graduates may pursue research studies at post-graduate level in MPhil/PhD programmes
Employment Pathways	Posts for which candidates possessing a post-graduate degree are preferred in Arts administration, NGOs, cultural industry, commerce
Minimum Admission Requirements	<ol style="list-style-type: none"> 1. Applicants should have graduated from a recognized university and obtained a Bachelor's degree, normally with honours not lower than Second Class; or 2. Applicants should have completed a course of study in a tertiary educational institution and obtained professional or similar qualifications equivalent to an honours degree; and 3. All applicants should submit IELTS (academic) results for assessment (normally not lower than 6.5). Exemptions from this requirement may be granted to local and overseas university graduates with a degree in English from a recognized university.
Operator	Hong Kong Shue Yan University

Graduate Profile of Master of Science in Marketing and Consumer Psychology

Qualification Title	Master of Science in Marketing and Consumer Psychology 市場學及消費者心理學理學碩士
Qualification Type	Master Degree
QF 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	N/A
Sub-area (Other Area of Study and Training)	N/A
Programme Objectives	The Master of Science in Marketing and Consumer Psychology programme is designed not only to provide students with more advanced business knowledge and skills but also to integrate psychological principles in marketing practices. The programme goal is to equip future leaders in their professions with stronger analytical, innovative and problem-solving abilities.
Programme Intended Learning Outcomes	Upon successful completion of this programme, students will be able to: <ol style="list-style-type: none"> 1. review and criticize the dominant theories and models relevant to marketing and consumer psychology 2. analyse theoretical and practical issues in business and marketing by using psychological theories and models 3. identify and evaluate contemporary marketing practices in the business context 4. develop new knowledge independently and determine the usefulness of this knowledge within the marketing discipline 5. plan, undertake and report a piece of empirical research in a selected topic area related to marketing and consumer psychology 6. collect relevant information across a range of areas pertaining to a current marketing situation, analyse that information using relevant techniques and synthesise it into appropriate marketing strategies 7. demonstrate proficiency in applying theoretical concepts of marketing and consumer psychology in different business environments 8. communicate effectively, both in terms of writing and speaking for professional purposes 9. work effectively as a team leader and team member

Education Pathways	Graduates may pursue research studies at post-graduate level in MPhil/PhD programmes or DBA
Employment Pathways	Posts for which candidates possessing a post-graduate degree are preferred in marketing and sales positions in various industries in Hong Kong or Mainland China or becoming entrepreneurs in Hong Kong
Minimum Admission Requirements	<ol style="list-style-type: none"> 1. Possess a Bachelor's degree with first or second class honours in Business Administration from an accredited programme; OR a Bachelor's degree with first or second class honours from an accredited programme in other areas; OR an equivalent qualification from an institution recognized for this purpose by the University, 2. Preferably with one-year work experience in marketing or business administration or a related area; and 3. Have fulfilled the language requirement: Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should also fulfil the following minimum English proficiency requirement: Overall score 6.5 in International English Language Testing System (IELTS) (Academic); OR Test of English as a Foreign Language (TOEFL) score of 600 (Paper-based Test) or 100 (Internet-based Test) or 250 (Computer-based Test); OR other equivalent qualifications.
Operator	Hong Kong Shue Yan University

Graduate Profile of Master of Social Sciences (Transformation of Chinese Societies)

Qualification Title	Master of Social Sciences (Transformation of Chinese Societies) 社會科學碩士(中國社會的變遷)
Qualification Type	Master Degree
QF Level	6
Primary Area of Study and Training	Social Sciences
Sub-area (Primary Area of Study and Training)	Social and Behavioural Sciences
Other Area of Study and Training	N/A
Sub-area (Other Area of Study and Training)	N/A
Programme Objectives	The programme adopts both sociological and anthropological perspectives to analyze social and cultural transformation in Chinese societies and explores how this transformation reflects the complex relationships between state, market, values and social and cultural practices.
Programme Intended Learning Outcomes	Upon completion of the programme students will be able to: <ol style="list-style-type: none"> 1. critically evaluate the application of sociological and anthropological theories to the comparative study of Chinese societies. 2. Explain, with examples, the social and cultural phenomena in Chinese societies with special reference to commoditization and politicization. 3. Explore how social values and morality are changing in the midst of institutional transformations brought about by market and state, and the effects of these changes. 4. Reflect on the different scenarios of how individuals re-orientate themselves within changing social structures 5. Compare and contrast the diversities and complexities of Chinese culture.
Education Pathways	Graduates may pursue research studies at post-graduate level in MPhil/PhD programmes
Employment Pathways	Posts for which candidates possessing a post-graduate degree are preferred in Commerce, Administration/Management, cultural industries
Minimum Admission Requirements	1. General Requirements Applicants for admission to the Master of Social Sciences (Transformation of Chinese Societies) programme should have at least a second-class honours degree or an equivalent qualification from a university or comparable institution. Those with a

	<p>background in social science and/or humanities will be given preference.</p> <p>2. Language Requirements Fluency in English and Chinese, in both oral and written forms, is required of all applicants. Those with honours degrees from local universities or overseas universities where the medium of instruction is English will be assumed to have met this requirement. For all other applicants, an IELTS of 6.5 or equivalent is required to prove fluency in English. From 2018 this requirement will be lowered to 6.0 for this programme in view of its China related focus and the fact that the medium of instruction in the programme is both English and Chinese.</p>
Operator	Hong Kong Shue Yan University