



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 FOR

**MASTER OF ARTS IN
STRATEGIC COMMUNICATION**

NOVEMBER 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 was registered under the Post Secondary Colleges Ordinance (Cap 320) in 2010, and first offered bachelor degree programmes in September 2010.
- 1.2 The College has had 16 Bachelor Degree programmes accredited at QF Level 5 by HKCAAVQ. Since 2016, the College has successfully obtained Programme Area Accreditation (PAA) status at QF Level 5 for programme areas covering General Business Administration, General Management, Marketing, Accounting, Finance, Translation, Logistics Studies, Supply Chain Management, Mass Media and Communications, Journalism and Public Relations. 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.
- 1.3 HKCAAVQ was commissioned by the College to conduct a learning programme accreditation exercise with the following Terms of Reference:
 - (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Master of Arts in Strategic Communication 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
 - (a) To issue to the College an accreditation report setting out HKCAAVQ's determination in relation to (a) above.
- 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 21 to 22 September 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 Arts in Strategic Communication 策略傳播文學碩士
Title of Qualification (Exit Award)	Master of Arts in Strategic Communication 策略傳播文學碩士
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and Training)	Not applicable
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
QF Level	Level 6
QF Credit	Not Applicable
Mode(s) of Delivery and Programme Length	Part-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 Enrolments	Two enrolments per year
Maximum Number of New Students	40 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

2.1.1 Recommendations

- (a) The College should monitor the enrollment of the *Capstone in Strategic Communication* module, and its overall impact on staffing.
- (b) The College should monitor the overall workload for students and whether or not this is causing them difficulties in making satisfactory and successful progress, and if necessary adjust the learning and assessment load accordingly.

3. Programme Details

The following programme information is provided by the operator.

3.1 The programme objectives (POs) aim to nurture graduates with the following capabilities:

- (a) to possess advanced knowledge of communication strategies in political communication and social marketing;
- (b) to pursue professional development and excellence with quantitative and qualitative tools of communication research;
- (c) to communicate effectively with various stakeholders in the fields of media, politics, business, and community development;

- (d) to apply knowledge of communication strategies in social or political campaigns; and
- (e) to critically and ethically analyse social and political issues with a strong sense of social responsibility.

3.2 The Programme Intended Learning Outcomes (PILOs) are outlined as follows:

- (a) critically examine current communication issues from political, social and business perspectives;
- (b) practice a research driven and analytical approach to address political and social challenges through strategic communication;
- (c) synthesise the required knowledge and skills to lead strategic communication campaigns;
- (d) possess competence in integrating new media and the latest communication techniques for effective communication; and
- (e) practice strategic communication and leadership in an ethical way.

3.3 The following table shows the structure of the Programme.

Programme Structure	Credits
Core Modules (Compulsory)	
<i>Strategic Communication Theories</i>	3
<i>Research and Data Analytics</i>	3
<i>Global Issues and Social Responsibility</i>	3
<i>Communication Planning and Campaigns</i>	3
Elective Modules (Public Affairs Communication Stream)	
<i>Advocacy and Lobbying</i>	3
<i>Public Communication and Social Marketing</i>	3
<i>Public Affairs and Governance</i>	3
<i>Crisis and Issues Management</i>	3
<i>Capstone in Strategic Communication</i>	3
<i>Topical Studies in Public Affairs Communication</i>	3
Elective Modules (Corporate Engagement Communication Stream)	
<i>Brand Strategy and Consumers Communication</i>	3
<i>Corporate Social Responsibility and Sustainability</i>	3
<i>Stakeholders Communication and Engagement</i>	3
<i>Digital and Mobile Marketing</i>	3
<i>Capstone in Strategic Communication</i>	3
<i>Topical Studies in Corporate Engagement Communication</i>	3
Programme Total	24

3.4 Graduation Requirements

To be eligible for the Master Degree award, students are required to acquire a total of 24 credits comprising four core modules of 12 credits and four elective modules of 12 credits. The College adopts a Grade Point Average (GPA) system, and students are required to attain a minimum cumulative GPA of 2.5 for graduation.

3.5 Admission Requirements

- (a) A bachelor's degree from a recognised university/tertiary institution (or equivalent); and
- (b) Fulfilment of one of the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university/tertiary institution 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; or TEM-4 \geq 70.

3.6 Graduate Profile

- Please refer to Appendix.

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 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.: 17/101
File Reference: 56/23/01

Appendix

Graduate Profile of Master of Arts in Strategic Communication

Qualification Title	Master of Arts in Strategic Communication 策略傳播文學碩士
Qualification Type	Master Degree
QF Level	Level 6
Primary Area of Study and Training	Mass Media and Communications, Journalism and Public Relations
Sub-area (Primary Area of Study and Training)	Not applicable
Other Area of Study and Training	Not applicable
Sub-area (Other Area of Study and Training)	Not applicable
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. possess advanced knowledge of communication strategies in political communication and social marketing; 2. pursue professional development and excellence with quantitative and qualitative tools of communication research; 3. communicate effectively with various stakeholders in the fields of media, politics, business, and community development; 4. apply knowledge of communication strategies in social or political campaigns; and 5. critically and ethically analyse social and political issues with a strong sense of social responsibility.
Programme Intended Learning Outcomes	<p>Graduates should be able to:</p> <ol style="list-style-type: none"> 1. critically examine current communication issues from political, social and business perspectives; 2. practice a research driven and analytical approach to address political and social challenges through strategic communication; 3. synthesise the required knowledge and skills to lead strategic communication campaigns; 4. possess competence in integrating new media and the latest communication techniques for effective communication; and

	5. practice strategic communication and leadership in an ethical way.	
Education Pathways	Graduates of the Programme may pursue further study at MPhil or PhD levels, particularly in the fields of communication, public relations, and political communication.	
Employment Pathways	Position	Industry
	Public Relationship Officer, Crisis Communicator	Businesses Political Organisations Government Authorities Non-government Organisation (NGO)
	Journalist, Media Strategist, Political Campaign Consultant	Mass Media Consultancy
	Advocacy Communicator, Non-profit Organisation Campaign Strategist,	NGO
	Advertising Executive, Media Planner	Advertising
	Promoter, Speech Writer	Government and Private Organisations
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	Hang Seng Management College 恒生管理學院	