



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  
UNIVERSITY OF NORTHUMBRIA AT NEWCASTLE**

**LEARNING PROGRAMME ACCREDITATION OF  
BACHELOR OF SCIENCE (HONOURS) SPORT  
COACHING**

**LEARNING PROGRAMME RE-ACCREDITATION OF  
BACHELOR OF SCIENCE (HONOURS) SPORT  
MANAGEMENT**

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

## **1. Introduction**

- 1.1 Established in 1956, the Department of Extra Mural Studies in The University of Hong Kong was renamed the HKU School of Professional and Continuing Education (HKU SPACE) in 1992. It was incorporated as a non-profit-making company limited by guarantee in 1999. It offers part-time and full-time programmes in Hong Kong and in Mainland China.
- 1.2 University of Northumbria at Newcastle (UNN) has a degree awarding status under the United Kingdom Further and Higher Education Act (1992). UNN has also been granted the authority to approve programmes conducted at an external institution outside the United Kingdom (UK).
- 1.3 HKCAAVQ was commissioned by the HKU School of Professional and Continuing Education (HKU SPACE) and University of Northumbria at Newcastle (UNN), jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:
  - (a) To conduct an accreditation test as provided for in the AAVQO to determine whether:
    - (i) the Bachelor of Science (Honours) Sport Coaching Programme (NCR Registration / Reference No: 452828) of the Operator meets the stated objectives and QF standard and can be offered as an accredited programme;
    - (ii) the Bachelor of Science (Honours) Sport Management Programme (NCR Registration / Reference No: 452010) of the Operator meets the stated objectives and QF standard and can continue to be offered as an accredited programme; and
  - (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

- 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 from 9 to 11 May 2018.

## 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 and Learning Programme Re-accreditation

- Approval

<b>Name of Local Operator</b>	HKU School of Professional and Continuing Education 香港大學專業進修學院	
<b>Name of Non-local Operator</b>	University of Northumbria at Newcastle	
<b>Name of Award Granting Body</b>	University of Northumbria at Newcastle	
<b>Title of Learning Programme</b>	Bachelor of Science (Honours) Sport Coaching 運動教練學（榮譽）理學士	Bachelor of Science (Honours) Sport Management 體育管理（榮譽）理學士
<b>Title of Qualification (Exit Award)</b>	Bachelor of Science (Honours) Sport Coaching	Bachelor of Science (Honours) Sport Management
<b>Primary Area of Study and Training</b>	Services	Services
<b>Sub-area (Primary Area of Study and Training)</b>	Recreation, Leisure and Sports Management	Recreation, Leisure and Sports Management
<b>Other Area of Study and Training</b>	Social Sciences	Business and Management
<b>Sub-area (Other Area of Study and Training)</b>	Social and Behavioural Sciences	General Business Management
<b>HKQF Level</b>	Level 5	Level 5

<b>HKQF Credits</b>	180	180
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 1.5 years Part-time, 3 years	Full-time, 1.5 years Part-time, 3 years
<b>Start Date of Validity Period</b>	1 September 2018	1 September 2019
<b>End Date of Validity Period</b>	31 August 2022	31 August 2022
<b>Number of Enrolment(s)</b>	One enrolment per year	One enrolment per year
<b>Maximum Number of New Students</b>	Full-time, 50 per year Part-time, 25 per year	Full-time, 50 per year Part-time, 25 per year
<b>Address of Teaching / Training Venue(s)</b>	(1) T.T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong (2) Level P6, Graduate House, No. 3 University Drive, The University of Hong Kong, Hong Kong (3) 2/F & 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (4) 6/F & 34/F, United Centre, 95 Queensway, Hong Kong (5) 66 Leighton Road, Causeway Bay, Hong Kong (6) 1/F, 4/F, 10/F, 14/F, 19/F & 22/F, Fortress Tower, 250 King's Road, North Point, Hong Kong (7) 494 King's Road, North Point, Hong Kong (8) 28 Wang Hoi Road, Kowloon Bay, Kowloon (9) G/F-3/F, 38-46 Nassau Street, Mei Foo Sun Chuen, Kowloon (10) 63 Tai Yip Street, Kowloon Bay, Kowloon	

**Remark:** The intermediate exit awards Bachelor of Science Sport Coaching and Diploma of Higher Education in Sport Coaching for the SC Programme and Bachelor of Science Sport Management and Diploma of Higher Education in Sport Management for the SM Programme are not included in the accreditation exercise.

### 2.1.1 Recommendations

#### For both programmes

- (a) The Operator should consider reviewing the consistency of Chinese programme titles for SC and SM programmes and review the use of the word “學” in consultation with the stakeholders.

- (b) The Operator should review and further develop its system for mapping of non-feeder programmes to ensure that mapping outcomes are consistently and accurately documented.
- (c) The Operator should closely monitor the impact on students of the change in contact hours for the SM Programme and the effectiveness of the balance of contact and non-contact hours for the two programmes.
- (d) The Operator should strengthen the monitoring of the effectiveness and outcomes of the English language support strategies for students.
- (e) The Operator should continue the face-to-face exchange of both full-time and part-time staff and students and use technology to share experience from UNN teaching staff with teaching staff in HKU SPACE.

For SM Programme

- (f) The Operator should strengthen the monitoring of the effectiveness and outcomes of the planned actions for improving students' performance in the dissertation module and general academic writing.

### **3. Programme Details**

The following programme information is provided by the operator.

Bachelor of Science (Honours) Sport Coaching (SC)

#### 3.1 Programme Objectives

**Programme Objectives**

The programme aims to:

1. Produce graduates who can demonstrate a critical appreciation and contemporary knowledge of the skills and principles required for effective coaching practice and who have developed the core competencies required to coach athletes throughout their stages of development.
2. Enable students to closely examine the art and science of coaching, focusing on both the application of sport science disciplines in the coaching context and the athlete-coach interaction.
3. Enable students to address theory and principles governing coaching

practice and includes practical coaching opportunities together with a chance for individuals to reflect upon and modify their own coaching behaviour.

4. Provide students with an academically and vocationally relevant curriculum designed to stimulate students to become active learners, self-reflectors, and develop effective evaluative skills with the ability to question existing practices in sports coaching allowing them to acquire a range of transferable skills that will equip them for employment, enterprise or further study.
5. Allow students to evaluate and modify their own behaviour and that of performers in a range of activities so that they can fully appreciate the role of the professional coach and understand the qualities required to coach effectively developing their ability to communicate ideas to a range of audiences using a variety of media.

### 3.2 Programme Intended Learning Outcomes

Upon successful completion of the programme, students should be able to:

#### *Knowledge & Understanding (K&U):*

1. Discuss, analyse, apply and evaluate theoretical approaches that have developed and are developing within the field of sport coaching and / or a school sport context.
2. Identify and evaluate effective sports coaching practice that promotes optimal athlete performance in an applied setting.
3. Discuss, analyse and evaluate the application of a variety of sports coaching models and frameworks in a theoretical and / or applied context.
4. Demonstrate knowledge and understanding of evaluative practice and research paradigms, including methods of acquiring, analysing and interpreting data.
5. Demonstrate an understanding of relevant and reliable tests to measure an athlete's performance and analyse in relation to normative values.
6. Demonstrate a critical appreciation of the knowledge, skills and principles required for effective sports coaching practice in selected vocational contexts and the need for inter- and multi-disciplinary perspectives in its analysis.
7. Demonstrate a critical appreciation of sports coaching as applied to a range of groups and individuals to ensure inclusive practice.

8. Demonstrate a critical understanding of sports coaching through academic study, practical approaches to coaching development and professional reflective practice.
9. Demonstrate knowledge and a critical understanding of evaluative practice and research paradigms, including methods of acquiring, analysing and interpreting data collected through their own research applicable to the analysis of a variety of coaching contexts.
10. Demonstrate a critical appreciation of the relationship between the sports coach and training interventions on the participant / group.

*Intellectual / Professional Skills & Abilities (IPSA):*

1. Take responsibility for planning and managing self-learning and continued professional career development with self-appraisal and reflective practice and be able to communicate effectively to diverse audiences utilising a range of formats and media.
2. Apply theoretical knowledge to real-world sport coaching contexts and demonstrate solutions to both familiar and unfamiliar problems developing analytical and conceptual skills and recognise the need to challenge their thinking and the thinking of others in their application to practice.
3. Use a range of assessment tools to assess and evaluate an athlete and / or other coach(es). Assist in the organisation and delivery of appropriate coaching programmes, working with small groups under supervision.
4. Under supervision, effectively plan, initiate, design and conduct an empirical study, then analyse and critically discuss, interpret and evaluate the data and communicate the findings.
5. Develop theoretical insights, analytical and critical skills and use a range of assessment tools to assess and critically evaluate an athlete and / or other coach(es) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences recognising the need to challenge their thinking and the thinking of others in relation to sports coaching.
6. Plan, design, deliver and critically review sports coaching programmes and practices in relation to the needs of the athlete and effective coaching practice.

*Personal Values Attributes (Global / Cultural Awareness, Ethics, Curiosity) (PVA):*

1. Demonstrate systematic problem-solving skills and analyse ethical issues to a diverse range of coaching situations and participation groups within global / cultural contexts.
2. Self-appraise and reflect on practice displaying attitudes and skills to

work sensitively and constructively in diverse coaching contexts.

3. Demonstrate knowledge and critical awareness of moral, ethical and legal issues in sports coaching and the application of relevant theories and concepts to a diverse range of situations and participation domains.
4. Develop practical and transferrable skills which will facilitate interaction and co-operation with a range of support services and develop leadership qualities in a variety of contexts and practical activities.

Bachelor of Science (Honours) Sport Management (SM) (implemented 2018/19 and beyond)

3.3 Programme Objectives

The programme aims to:

1. Enable students to demonstrate a critical understanding of the processes and practices that are central to professions within Sport Management.
2. Equip students with the vocational, enterprise, and entrepreneurial skills needed for employment.
3. Enable students to appreciate and evaluate sport, as a global business, from an informed and inquisitive managerial viewpoint.
4. Develop vocationally relevant experience and skills; such as event management, strategic and economic planning, social media management, and sport marketing.
5. Encourage students to develop transferable skills in areas such as; communication, negotiation, teamwork, leadership, and problem-solving.
6. Emphasise the application of theory to practice, using contemporary case studies, live projects, and authentic assessments.
7. Develop in students an understanding of, and respect for, a globalised society with diverse needs and different cultural backgrounds.

3.4 Programme Intended Learning Outcomes

Upon successful completion of the programme, students should be able to:

*Knowledge and Understanding (K&U)*

1. Construct knowledge of concepts central to functional sport management, including areas of finance, economics, human



resources, sport marketing, strategic planning, event management, facility management, and sports development.

2. Apply a range of graduate subject specific and transferable skills that are central to future employability, including; evidence-based reasoning from multiple perspectives, analysing causal relationships, relating numerical and connotative evidence using information technology, problem solving, interpersonal and group-working capabilities, effective negotiation, and self-appraisal and reflective learning.
3. Demonstrate knowledge of research paradigms and methods used to acquire, analyse, and interpret qualitative and quantitative data by designing and conducting ethically sound research.
4. Identify strategic objectives, which are fundamental to the achievement of personal / organisational aims / targets; achievable through continual learning, critical self-reflection, inspirational leadership, target setting, and the initiation and implementation of plans and activities.
5. Employ approaches to solve challenging personal and professional issues, using knowledge, skills, and approaches consistent with the subject / profession to suggest appropriate solutions.
6. Critically apply knowledge of concepts central to functional sport management, including areas of finance, economics, human resources, sport marketing, strategic planning, event management, facility management, and sports development.
7. Demonstrate applied theoretical knowledge of a range of graduate subject specific and transferable skills, including; evidence-based reasoning from multiple perspectives, analysing causal relationships, relating numerical and connotative evidence using information technology, problem solving, interpersonal and group-working capabilities, effective negotiation, and self-appraisal and reflective learning.
8. Make reasoned judgements using knowledge of research paradigms and methods of acquiring, analysing, and interpreting qualitative and quantitative data by skilfully initiating, designing and conducting ethically sound research.
9. Identify and justify strategic objectives, which are fundamental to the achievement of personal / organisational aims / targets; achievable through continual learning, critical self-reflection, inspirational leadership, target setting, and the initiation and implementation of plans and activities.
10. Synthesise and evaluate approaches to solve complex personal and professional issues, using knowledge, skills, and approaches at the

forefront of the subject / profession to find appropriate solutions.

*Intellectual / Professional Skills & Abilities (IPSA)*

1. Identify and use a range of implementation, leadership, and communication strategies, which are appropriate to the task, audience, and desired outcome; enabling you to define and differentiate knowledge and data from a variety of sources; academic, industry specific, and mass-media, in order to summarise appropriate, effective, and efficient sport managerial solutions.
2. Demonstrate specific practical competencies related to sport management, including the use of a variety of statistical / reporting software, communication channels, and social media tools to effectively communicate and present various types of information clearly and succinctly to an internal and external audience.
3. Construct a strategy to conduct a macro and micro level audit of a sport organisation, displaying an awareness of the inter- and multi-disciplinary perspective related to sport management concepts, and the global, and culture environments it operates within.
4. Identify, use, and evaluate from a range of implementation, leadership, and communication strategies, which are appropriate to the task, audience, and desired outcome; enabling you to locate and appraise knowledge and data from a variety of sources; academic, industry specific, and mass-media, in order to provide the most appropriate, effective, and efficient sport managerial solutions.
5. Evaluate and apply specific practical competencies related to sport management, including the use of a variety of statistical / reporting software, communication channels, and social media tools to effectively communicate and present various types of information clearly and succinctly to an internal, external, and culturally diverse range of audiences using the most appropriate communication strategy and media.
6. Implement a macro and micro level audit of a sport organisation, employing an inter- and multi-disciplinary perspective with regards to sport management concepts, global, and culture environments.

*Personal Values Attributes (Global / Cultural Awareness, Ethics, Curiosity) (PVA)*

1. Employ ethical reasoning to illustrate personal and societal experiences, responding successfully to any developmental opportunities subsequently identified; enabling you to identify personal strengths and limitations, in relation to; globalisation, cultural diversity, the ethical treatment of others, the use of technology, governance, empathy, and respecting diverse values and beliefs.

2. Outline potentials for leadership, selecting appropriate leadership styles for the task and personnel involved; explaining the personal and professional behaviours which may enhance or inhibit teamwork; enabling you to take responsibility for personal and organisational continuous learning and continuing professional development.
3. Reflect constructively and non-judgementally on personal and societal experiences, and respond effectively to any developmental opportunities subsequently identified; enabling you to evaluate and reflect on personal strengths and limitations, enabling creative solutions to be found in relation to; globalisation, cultural diversity, the ethical treatment of others, the use of technology, governance, empathy, and respecting diverse values and beliefs.
4. Self-assess potentials for leadership, recognising appropriate leadership styles for the task and personnel involved; identifying the personal and professional behaviours which may enhance or inhibit teamwork; enabling you to challenge assumptions and take responsibility for personal and organisational continuous learning and continuing professional development.

### 3.5 Programme Structure

#### SC Programme

3.5.1 The SC Programme consists of eight core modules totalling 180 credits. The programme structure is as follows:

No.	Modules	Scheduled Contact hours	Placement hours	Independent learning hours	HKQF Level	HKQF Credits
1	Developing Athlete Potential	39.5	-	160.5	5	20
2	Sport Research in Practice <sup>#</sup>	33	-	167	5	20
3	Coaching Skills & Practice	42	-	158	5	20
4	Coaching Concepts & Behaviour	43	-	157	5	20
5	Talent ID & High Performance Coaching	38	-	162	5	20
6	Applying Principles of Coaching Science	36	-	164	5	20
7	Professional Development Through Sport <sup>#</sup>	23	160	137	5	20
8	Sport Development, Management and Coaching Dissertation <sup>#</sup>	45.5	-	354.5	5	40
<b>Total</b>		<b>300</b>	<b>160</b>	<b>1460</b>		<b>180</b>

<sup>#</sup> Common modules of the SC programme and the SM programme

### SM Programme

3.5.2 The SM Programme consists of eight modules totalling 180 credits. The following programme structure will be implemented at HKU SPACE in 2018/19 and beyond:

No.	Modules	Scheduled Contact hours	Placement hours	Independent learning hours	HKQF Level	HKQF Credits
1	Strategic Planning for Sport	36	-	164	5	20
2	The Business of Sport	35	-	165	5	20
3	Sport Research in Practice <sup>#</sup>	33	-	167	5	20
4	Media Management for Sport <sup>N</sup>	36	-	164	5	20
5	Sport Facility & Operational Management	57	-	143	5	20
6	Sport Event Management	43	-	157	5	20
7	Professional Development Through Sport <sup>#</sup>	23	160	137	5	20
8	Sport Development, Management and Coaching Dissertation <sup>#</sup>	45.5	-	354.5	5	40
<b>Total</b>		<b>308.5</b>	<b>160</b>	<b>1451.5</b>		<b>180</b>

<sup>#</sup> Common modules of the SC Programme and the SM Programme

<sup>N</sup> A new module to be offered in 2018/19

### 3.6 Graduation Requirements

To be eligible for graduation of the two programmes, students must attain 180 credits including 60 credits at UK Framework for Higher Education Qualifications (FHEQ) Level 5 and 120 credits at FHEQ Level 6 of the respective programme.

### 3.7 Admission Requirements

#### SC Programme

- a. Applicants shall hold a Higher Diploma in Sport Coaching and Sport Performance (HDSCSP) awarded within the HKU system through HKU SPACE, or an equivalent qualification from a recognised institution.
- b. Applicants, who are graduates of programmes taught in English, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.

- c. Applicants may be required to attend an interview and/or an English test.

#### SM Programme

- a. Applicants shall hold a Higher Diploma in Sport and Recreation Management (HDSRM) awarded within the HKU system through HKU SPACE, or an equivalent qualification from a recognised institution.
- b. Applicants, who are graduates of programmes taught in English, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.
- c. Applicants may be required to attend an interview and/or an English test.

#### **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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