



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

SUMMARY ACCREDITATION REPORT

**SCHOOL OF CONTINUING EDUCATION, HONG KONG
BAPTIST UNIVERSITY
AND
UNIVERSITY OF SOUTH AUSTRALIA**

**LEARNING PROGRAMME ACCREDITATION
BACHELOR OF BUSINESS (SPORT AND RECREATION
MANAGEMENT)**

**LEARNING PROGRAMME RE-ACCREDITATION
BACHELOR OF BUSINESS (MANAGEMENT)
BACHELOR OF BUSINESS (TOURISM AND EVENT
MANAGEMENT)**

AUGUST 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 The School of Continuing Education of the Hong Kong Baptist University (HKBUSCE) was established in 1975. It is one of the seven schools or faculties of the University. HKBUSCE has offered collaborative degree programmes with overseas institutions since 1985.
- 1.2 The University of South Australia (UniSA) was given degree-awarding status under the University of South Australia Act 1990. It was founded in January 1991 through the merger of the South Australian Institute of Technology and Colleges of Advanced Education.
- 1.3 HKCAAVQ was commissioned by HKBUSCE and UniSA, jointly as the Operator, to conduct learning programme accreditation and re-accreditation with the following Terms of Reference:
 - (a) To determine whether:
 - (i) the Bachelor of Business (Sport and Recreation Management) programme of the School of Continuing Education, Hong Kong Baptist University and the University of South Australia (the Operator) meets the stated objectives and QF standard and can be offered as an accredited programme;
 - (ii) the Bachelor of Business (Management) and Bachelor of Business (Tourism and Event Management) programmes of the Operator meet the stated objectives and QF standard and can continue to be offered as accredited programmes;
 - (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 on 29-31 May 2018 at the HKBUSCE's Kowloon Tong campus.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in the Accreditation Report, HKCAAVQ makes the following accreditation determination:

2.1 Learning Programme Accreditation and Learning Programme Re-accreditation

Approval

Name of Local Operator	School of Continuing Education, Hong Kong Baptist University 香港浸會大學持續教育學院		
Name of Non-local Operator	University of South Australia		
Name of Award Granting Body	University of South Australia		
Title of Learning Programme	Bachelor of Business (Sport and Recreation Management)	Bachelor of Business (Management)	Bachelor of Business (Tourism and Event Management)
Title of Qualification (Exit Award)	Bachelor of Business (Sport and Recreation Management)	Bachelor of Business (Management)	Bachelor of Business (Tourism and Event Management)
Primary Area of Study and Training	Services	Business and Management	Services
Sub-area (Primary Area of Study and Training)	Recreation, Leisure and Sports Management	General Business Management	Hotel and Tourism

Other Area of Study and Training	Business and Management	Not applicable	Services
Sub-area (Other Area of Study and Training)	General Business Management	Not applicable	MICE and Event Management
HKQF Level	Level 5	Level 5	Level 5
HKQF Credit	Not applicable	Not applicable	Not applicable
Mode of Delivery and Programme Length	Full-time, one year	Full-time, one year	Full-time, one year
Start date of Validity Period	1 September 2018	1 September 2018	1 September 2018
End date of Validity Period	31 August 2022	31 August 2022	31 August 2022
Number of Enrolments	One enrolment per year	One enrolment per year	One enrolment per year
Maximum Number of New Students	80	80	80
Other Specific Condition(s) of Approval	Not applicable		
Notes to be indicated on the QR	Not applicable		
Address of Teaching Venue	(1) 34 Renfrew Road, Kowloon Tong, Kowloon (2) 9 Baptist University Road, Kowloon Tong, Kowloon (3) 8 On Muk Street, Shek Mun, New Territories		

2.1.1 Recommendations

- (a) The Operator should make use of its digital learning environment for cross-cultural learning activities.
- (b) The Operator should ensure that the insights and intelligence of the Industry Advisory Committee have a demonstrable impact on the currency of the programmes.
- (c) The Operator should consider ways of leveraging the extensive UniSA alumni network in Hong Kong in support of the programmes' development and delivery.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives and Programme Intended Learning Outcomes

UniSA does not refer to Programme Intended Learning Outcomes (PILOs), but a statement of seven graduate qualities it seeks for its undergraduate students. All undergraduate programmes must clearly demonstrate that programme objectives (POs) meet all graduate qualities, similar to the PILOs. Programme objectives of each programme are linked to these graduate qualities to arrive at professional competency outcomes that each programme facilitates its students to achieve through the study of the courses. The seven graduate qualities for each of the programmes are as follows:

- (a) Body of Knowledge
- (b) Lifelong Learning
- (c) Effective Problem Solving
- (d) Work Alone and in Teams
- (e) Ethical Action
- (f) Communicate Effectively
- (g) International Perspective

The Graduate Profiles, Program Specific Objectives and Professional Competency of the Bachelor of Business (Sport and Recreation Management) (BBSRM), Bachelor of Business (Management) (BBM) and Bachelor of Business (Tourism and Event Management) (BBTEM) programmes are shown in Appendix 1, 2 and 3.

3.2 Programme Structure

Each of the programmes is a one-year full-time top-up degree programme. It comprises 12 courses which are listed below:

Twelve Courses for BBSRM	Generic/Specialised	Credit
Business Development in Sport	Specialised	4.5
Business Operations	Generic	4.5
Leisure Concepts	Specialised	4.5
Fundamentals of Sport and Recreation	Specialised	4.5
Professional Development in Business	Generic	4.5
Recreation and Sport Event Programming	Specialised	4.5
Sport Governance	Specialised	4.5
Leadership in Recreation and Sport	Specialised	4.5
Recreation Planning in the Urban Environment	Specialised	4.5
Sport, Tourism and Event Practicum	Specialised	4.5
International Business Environment	Generic	4.5
Strategic Management	Generic	4.5
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Twelve Courses for BBM	Generic/Specialised	Credit
Business Operations	Generic	4.5
Communication & Organisational Practices	Specialised	4.5
Entrepreneurial Enterprises	Specialised	4.5
Foundations of Human Resource Management	Specialised	4.5
International Business Environment	Generic	4.5
International Management Ethics & Values	Specialised	4.5
Managing Decision Making	Specialised	4.5
Organisational Behaviour	Specialised	4.5
Organisational Leadership	Specialised	4.5
Professional Development in Business	Generic	4.5
Strategic Management	Generic	4.5
Project Management: Principles & Strategies	Specialised	4.5
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Twelve Courses for BBTEM	Generic/Specialised	Credit
Foundations of Event Management	Specialised	4.5
Professional Development in Business	Generic	4.5
Business Operations	Generic	4.5
Strategies for Events and Conventions	Specialised	4.5
Destination Management	Specialised	4.5
New Technologies in Tourism, Events and Hospitality	Specialised	4.5
Service Management in Tourism, Events and Hospitality	Specialised	4.5
Policy and Planning for Sustainable Tourism	Specialised	4.5
Strategic Management	Generic	4.5
Marketing for Tourism, Events and Hospitality	Specialised	4.5
International Business Environment	Generic	4.5
Understanding Travel and Tourism	Specialised	4.5
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3.3 Graduation Requirements

To be eligible for the Bachelor of Business award, students are required to pass eight specialised courses of 36 credits and four generic courses of 18 credits as shown in Paragraph 3.2.

3.4 Admission Requirements

3.4.1 The minimum admission requirements of the three programmes are:

- (a) Academic requirements
A recognised associate degree/higher diploma in a relevant discipline; and
- (b) English language proficiency requirements
An overall minimum IELTS score (or equivalent as approved by UniSA) of 6.0 with a minimum score of 6.0 in the reading and writing sub scores, achieved in the last 2 years; or previous successful tertiary study in the last 2 years where English was the

language of instruction, and in a location where English is an official or common language in accordance with UniSA requirements.

3.4.2 With regard to student admission with HKQF Level 4 qualifications from business other than related discipline, they will be assessed for credit on a course by course comparison basis. After this comparison, students are required to complete the bridging courses offered by HKBUSCE and approved by UniSA if deemed necessary.

- (a) If a course by course matching gives the applicants 12 courses credit and the 12 remaining match the offerings in Hong Kong, applicants can be given an offer of admission.
- (b) If a course by course matching gives them 12 courses credit but they do not match the offered 12 courses, applicants will be offered up to 4 bridging courses that provides them with the correct 12 and a conditional offer, subject to completion of the required bridging courses.
- (c) If a course by course matching gives them 8-11 courses credit, and HKBUSCE has courses from its level 4 programmes that UniSA has approved as equivalent to make up the remainder, applicants can be given a conditional offer, subject to completion of the bridging courses.
- (d) If none of the above applies, applicants cannot be given an offer into the programmes.

3.5 Graduate Profile

- Please refer to Appendices 1, 2 and 3.

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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File Reference: 100/38/05

Graduate Profile of Bachelor of Business (Sport and Recreation Management)

Qualification Title	Bachelor of Business (Sport and Recreation Management)
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	Recreation, Leisure and Sports Management
Other Area of Study and Training	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. Demonstrate a broad and integrated knowledge of key areas of the sport and recreation management discipline necessary to commence professional practice and contribute to business growth in a global environment; 2. Demonstrate effective goal setting, critical reflection, self-directed learning and an entrepreneurial mind-set which facilitate life-long learning throughout a professional career; 3. Demonstrate competency in critical analysis, critical thinking and innovative problem solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 4. Work effectively as an individual, contribute constructively to teams and to contribute to leadership in projects and organisations; 5. Demonstrate competency in critical analysis, critical thinking and innovative problem solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 6. Demonstrate high-level oral, written and technical literacies as appropriate to the sport and recreation management discipline in a global business environment.; and

	<p>7. Demonstrate an understanding of the importance of cultural differences, diversity and inclusion in professional practice, and the environment and responsibilities of a globally responsible citizenry.</p>
Programme Intended Learning Outcomes	<p>Graduates should be able to:</p> <ol style="list-style-type: none"> 1. Apply sport and recreation management knowledge (demonstrate application of the practice in real situations, recognising limitations of theory; materials, tools, practices and techniques appropriately); 2. Locate, evaluate analyse and manage the use of information in a range of business contexts and settings 3. Apply to analytical toolkit of frameworks, principles, processes and methods that can be used to identify and evaluate business strategies; 4. Develop team charters; meet the expectations of fellow team members regarding planning, effective individual contribution, meeting agreed deadlines, negotiation and dealing with conflict; 5. Demonstrate a commitment to personal ethical actions within professional contexts; 6. Effectively communicate business analysis, results and recommendations to technical and non-technical stakeholders; and 7. Consider sport and recreation management issues in a global setting from a variety of cultural perspectives. Demonstrate understanding, sensitivity and skill working in an international context.
Education Pathways	<p>Graduates of the Bachelor of Business (Sport and Recreation Management) will be qualified to apply for entry into a Graduate Certificate in Business, a Graduate Diploma in Management or a Master of Management offered by the University of South Australia.</p>
Employment Pathways	<p>Graduates of the program can be employed as:</p> <ol style="list-style-type: none"> 1. Administrators in Government such as the Assistant Leisure Services Manager, Leisure and Cultural Services Department: supervise venue staff in the daily management and operation of leisure facilities, run and evaluate recreation and sports programs, monitor the performance of service contractors, prepare financial returns, liaise with clubs and associations and identify shortfalls and ascertaining district's needs for leisure services provision, encourage residents to improve wellbeing and enhance quality of life.

	<ol style="list-style-type: none"> 2. Executives in fitness and leisure industries: organize sports programs and physical activities, manage the business and operation, and resolve different issues by managing various resources. 3. Officers or inspectors in disciplinary forces: supervise and work with teams and individuals to improve their performance, provide training for the team members, and take part in administrative duties. 4. Coach: provide expert training for sporting teams and athletes; assist with skills development and fitness; assess the performance of athletes and help strengthening their areas of weakness; develop tactics and strategies
Operator	<ol style="list-style-type: none"> 1. 34 Renfrew Road, Kowloon Tong, Kowloon 2. 9 Baptist University Road, Kowloon Tong, Kowloon 3. 8 On Muk Street, Shek Mun, New Territories

Graduate Profile of Bachelor of Business (Management)

Qualification Title	Bachelor of Business (Management)
Qualification Type	Bachelor Degree
QF Level	Level 5
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 Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. Demonstrate a broad and integrated knowledge of key areas of the management discipline necessary to commence professional practice and contribute to business growth in a global environment; 2. Demonstrate effective goal setting, critical reflection, self-directed learning and an entrepreneurial mind-set which facilitate life-long learning throughout a professional career; 3. Demonstrate competency in critical analysis, critical thinking and innovative problem solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 4. Work effectively as an individual, contribute constructively to teams and to contribute to leadership in projects and organisations; 5. Demonstrate competency in critical analysis, critical thinking and innovative program solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 6. Demonstrate high-level oral, written and technical literacies as appropriate to the management discipline in a global business environment; and

	7. Demonstrate an understanding of the importance of cultural differences, diversity and inclusion in professional practice, and the environment and responsibilities of a globally responsible citizenry.
Programme Intended Learning Outcomes	<p>Graduates should be able to:</p> <ol style="list-style-type: none"> 1. Apply management knowledge (demonstrate application of theory to practice in real situations, recognising limitations of theory; use materials, tools, practices and techniques appropriately); 2. Locate, evaluate, analyse and manage the use of information in a range of business contexts and settings; 3. Apply an analytical toolkit of frameworks, principles, processes and methods that can be used to identify and evaluate business strategies; 4. Develop team charters; meet the expectations of fellow team members regarding planning, effective individual contribution, meeting deadlines, negotiating and dealing with conflict; 5. Demonstrate a commitment to personal ethical actions with professional contexts; 6. Effectively communicate business analysis, results and recommendations to technical and non-technical stakeholders; and 7. Consider management issues in a global setting from a variety of cultural perspectives. Demonstrate understanding, sensitivity and skill working in an international context.
Education Pathways	Graduates of the Bachelor of Business (Management) will be qualified to apply for entry into a Graduate Certificate in Business, a Graduate Diploma in Management or a Master of Management offered by the University of South Australia.
Employment Pathways	The Bachelor of Business (Administrative Management) prepares students for employment in the administration and management of businesses and other organizations, including public, private and not-for-profit organizations.
Operator	<ol style="list-style-type: none"> 1. 34 Renfrew Road, Kowloon Tong, Kowloon 2. 9 Baptist University Road, Kowloon Tong, Kowloon 3. 8 On Muk Street, Shek Mun, New Territories

Graduate Profile of Bachelor of Business (Tourism and Event Management)

Qualification Title	Bachelor of Business (Tourism and Event Management)
Qualification Type	Bachelor Degree
QF Level	Level 5
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	Hotel and Tourism
Other Area of Study and Training	Services
Sub-area (Other Area of Study and Training)	MICE and Event Management
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. Demonstrate a broad and integrated knowledge of key areas of the tourism and event management discipline necessary to commence professional practice and contribute to business growth in a global environment; 2. Demonstrate effective goal setting, critical reflection, self-directed learning and an entrepreneurial mind-set which facilitate life-long learning throughout a professional career; 3. Demonstrate competency in critical analysis, critical thinking and innovative problem solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 4. Work effectively as an individual, contribute constructively to teams and to contribute to leadership in projects and organisations; 5. Demonstrate competency in critical analysis, critical thinking and innovative problem solving to develop ethical, sustainable and meaningful solutions for organisations and institutions; 6. Demonstrate high-level oral, written and technical literacies as appropriate to the tourism and event management discipline in a global business environment; and

	7. Demonstrate an understanding of the importance of cultural differences, diversity and inclusion in professional practice, and the environment and responsibilities of a globally responsible citizenry.
Programme Intended Learning Outcomes	<p>Graduates should be able to:</p> <ol style="list-style-type: none"> 1. Apply tourism and event management knowledge (demonstrate application of theory to practice in real situations, recognising limitations of theory; use materials, tools, practices and techniques appropriately); 2. Locate, evaluate, analyse and manage the use of information in a range of business contexts and settings; 3. Apply an analytical toolkit of frameworks, principles, processes and methods that can be used to identify and evaluate business strategies; 4. Develop team charters; meet the expectations of fellow team members regarding planning effective individual contribution, meeting agreed deadlines, negotiation and dealing with conflict; 5. Demonstrate a commitment to personal ethical actions within professional contexts; 6. Effectively communicate business analysis, results and recommendations to technical and non-technical stakeholders; and 7. Consider tourism and event management issues in a global setting from a variety of cultural perspectives. Demonstrate understanding, sensitivity and skill working in an international context.
Education Pathways	Graduates of the Bachelor of Business (Tourism and Event Management) will be qualified to apply for entry into a Graduate Certificate in Business, a Graduate Diploma in Management or a Master of Management offered by the University of South Australia.
Employment Pathways	Graduates can take up positions in many sectors, including attractions and destinations, event and festival management, hospitality, food and wine, retail and wholesale travel, conventions and exhibitions, special events, airlines and hotels as festival assistants, tourism information officer, events coordinators, hotel managers and functions managers. These roles occur in both the public and private sectors.
Operator	<ol style="list-style-type: none"> 1. 34 Renfrew Road, Kowloon Tong, Kowloon 2. 9 Baptist University Road, Kowloon Tong, Kowloon 3. 8 On Muk Street, Shek Mun, New Territories