



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

THE UNIVERSITY OF HULL

LEARNING PROGRAMME RE-ACCREDITATION OF

**BACHELOR OF ARTS (HONS) MARKETING AND
MANAGEMENT**

BACHELOR OF ARTS (HONS) MARKETING

BSC (HONS) ACCOUNTING

OCTOBER 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 full-time and part-time programmes in Hong Kong and the Mainland China.
- 1.2 The University of Hull (Hull) was established in 1927 and received its Royal Charter in 1954 as an independent degree-granting institution.
- 1.3 The BSc (Hons) Accounting (ACC) and Bachelor of Arts (Hons) Marketing and Management (MMG) programmes were first offered in 2006, while the Bachelor of Arts (Hons) Marketing (MKT) was launched in 2014. In 2015, the HKU SPACE-Hull collaborative partnership obtained from HKCAAVQ an Initial Evaluation (IE) status and Learning Programme Accreditation status for the three programmes at HKQF Level 5.
- 1.4 HKCAAVQ was commissioned by HKU SPACE and Hull, jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:
 - (a) To determine whether the following programmes of the HKU School of Professional and Continuing Education and The University of Hull (the Operator) meet the stated objectives and QF standard and can continue to be offered as accredited programmes:

Bachelor of Arts (Hons) Marketing and Management
NCR Registration/Reference No: 451538

Bachelor of Arts (Hons) Marketing
NCR Registration/Reference No: 452423

BSc (Hons) Accounting
NCR Registration/Reference No: 451537

- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

1.5 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 14 August 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 Re-accreditation

- Approval

Name of Local Operator	HKU School of Professional and Continuing Education 香港大學專業進修學院		
Name of Non-local Operator	The University of Hull		
Name of Award Granting Body	The University of Hull		
Title of Learning Programme	Bachelor of Arts (Hons) Marketing and Management 市場及管理學(榮譽)文學士	Bachelor of Arts (Hons) Marketing 市場學(榮譽)文學士	BSc (Hons) Accounting 會計學(榮譽)理學士
Title of Qualification (Exit Award)	Bachelor of Arts With Honours in Marketing and Management	Bachelor of Arts With Honours in Marketing	Bachelor of Science With Honours in Accounting
Primary Area of Study and Training	Business and Management	Business and Management	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management	General Business Management	Accounting, Finance and Investment

Other Area of Study and Training	Mass Media and Communications, Journalism and Public Relations	Mass Media and Communications, Journalism and Public Relations	NIL
Sub-area (Other Area of Study and Training)	Mass Media and Communications, Journalism and Public Relations	Mass Media and Communications, Journalism and Public Relations	NIL
HKQF Level	Level 5	Level 5	Level 5
HKQF Credit	180	180	180
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 2019	1 September 2019	1 September 2019
End date of Validity Period	31 August 2024	31 August 2024	31 August 2024
Number of Enrolments	One enrolment per year for full-time Two enrolments per year for part-time	One enrolment per year for full-time Two enrolments per year for part-time	One enrolment per year for full-time Two enrolments per year for part-time
Maximum Number of New Students	60 for full-time 120 for part-time	40 for full-time 40 for part-time	30 for full-time 140 for part-time
Address of Teaching Venue	<ol style="list-style-type: none"> 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 Road, Hong Kong 5. 1/F, 4/F, 7/F, 11/F, 13/F, 14/F, 16/F & 22/F, Fortress Tower, 250 King's Road, North Point, Hong Kong 6. 66 Leighton Road, Causeway Bay, 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 		

3. Programme Details

- 3.1 The following information on Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) are provided by the Operator:

Bachelor of Arts (Hons) Marketing and Management

- 3.1.1 The POs are to:

- a. develop confident, emerging professional marketers who are competent in executing their marketing knowledge in different complex business contexts in order to identify and build sustainable competitive advantage;
- b. inspire students to become creative strategic decision makers who generate creative solutions and select the most appropriate to contemporary business issues by critically identifying, evaluating and applying relevant emerging marketing and management theories, and state-of-the-art management and marketing information;
- c. ensure that the students have an acute awareness of the relationship between theory and practice so that they will become competent in executing their knowledge in different complex business contexts in order to identify and build sustainable competitive advantage;
- d. instill an appreciation of the conflicting business tension between an organization's short-term objectives, long-term goals and the needs of the environment and society. Then, develop their ability to balance this tension with creative solutions that ethically meet difficult marketing and management challenges; and
- e. create professional marketers who are customer champions in any business/industry setting.

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

- a. analyse the business environment and appreciate the role of marketing in realising business objectives in dynamic markets at the regional, national and international levels;
- b. critically evaluate and understand STP (segmentation, targeting, positioning) to strategically develop and apply the marketing mix that is tailored to the need of different customer groups and stakeholders;
- c. demonstrate proficiency in critically linking different theories, models, tools, data and professional practices to analyse, evaluate, and solve complex marketing and management issues in a sustainable way;

- d. justify the choice of concepts and data (e.g. information system, marketing intelligence) used in the analysis of marketing and management problems in an innovative manner;
- e. demonstrate proficiency in acquiring, organising, evaluating, and applying qualitative and quantitative information with a high level of independence to reach insightful decisions in marketing and business planning; and
- f. demonstrate the ability to work both independently and also leading or collaborating as a member of a team using interpersonal skills of effective listening, negotiation, persuasion and presentation.

Bachelor of Arts (Hons) Marketing

3.1.3 The POs are to:

- a. develop confident, emerging professional marketers who are competent in executing their marketing knowledge in different complex business contexts in order to identify and build sustainable competitive advantage;
- b. inspire students to become creative strategic decision makers who generate creative solutions and select the most appropriate to contemporary business issues by critically identifying, evaluating and applying relevant emerging marketing theories, and state-of-the-art marketing information;
- c. ensure that the students have an acute awareness of the relationship between theory and practice so that they will become competent in executing their marketing knowledge in different complex business contexts in order to identify and build sustainable competitive advantage;
- d. instill an appreciation of the conflicting business tension between an organization's short-term objectives, long-term goals and the needs of the environment and society. Then, develop their ability to balance this tension with creative solutions that ethically meet difficult marketing challenges; and
- e. create professional marketers who are customer champions in any business/industry setting.

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

- a. analyse the business environment and appreciate the role of marketing in realising business objectives in dynamic markets at the regional, national and international levels;
- b. critically evaluate and understand STP (segmentation, targeting, positioning) to strategically develop and apply the marketing mix

- that is tailored to the need of different customer groups and stakeholders;
- c. demonstrate proficiency in critically linking different theories, models, tools, data and professional practices to analyse, evaluate, and solve complex marketing issues in a sustainable way;
 - d. justify the choice of concepts and data (e.g. information system, marketing intelligence) used in the analysis of marketing problems in an innovative manner;
 - e. demonstrate proficiency in acquiring, organising, evaluating, and applying qualitative and quantitative information with a high level of independence to reach insightful decisions in marketing planning; and
 - f. demonstrate the ability to work both independently and also leading or collaborating as a member of a team using interpersonal skills of effective listening, negotiation, persuasion and presentation.

BSc (Hons) Accounting

- 3.1.5 The POs are to:
- a. acquire a knowledge and understanding of accounting theory and analysis;
 - b. apply accounting theory and analysis to a range of economic issues facing the UK and other countries;
 - c. conceptualise and analyse situations faced by accountants;
 - d. evaluate and critically assess the procedures and theories of accounting;
 - e. prepare students for a career in Accounting; and
 - f. develop transferable, intellectual and practical skills and encourage students to embark upon life-long learning
- 3.1.6 On successful completion of the BSc (Hons) Accounting programme, the accounting graduates will be able to:
- a. demonstrate knowledge of the contexts in which accounting operates;
 - b. demonstrate knowledge and understanding of, and an ability to use, current technical language to describe practices of accounting and an ability to apply them in straightforward structured situations from given data generated for the purpose;
 - c. demonstrate knowledge and understanding of some alternative technical language and practices and, where relevant within the context of a particular degree programme, an ability to apply them in straightforward structured situations from given data generated for the purpose;

- d. with accuracy, record and summarise straightforward transactions and other economic events and prepare financial statements complying in outline with relevant regulatory requirements;
- e. analyse the operations of a business and perform straightforward financial analyses and projections; and demonstrate a reasonable awareness of the contexts in which accounting data and information is processed and provided within a variety of organisational environments, and the relationships with other systems providing information in organisations;
- f. demonstrate reasonable knowledge and understanding of theories and empirical evidence concerning the effects of accounting in at least one of its contexts;
- g. demonstrate awareness of issues of financial management, risk and the operation of capital markets; and
- h. demonstrate possession of the required cognitive abilities and non-subject specific skills to a reasonable level of achievement.

3.2 Programme Structure

3.2.1 The MMG, MKT and ACC programmes offered at HKU SPACE are adapted from the corresponding full degree programmes of Hull which comprises 18 modules totalling 360 credits. Only second and final year modules totalling 180 credits are offered as top-up degree programmes at HKU SPACE.

3.2.2 The content and structure of the three programmes are summarised as follows:

Modules for MMG	HKQF Level	HKQF Credit
<i>Consumer and Business Buyer Behaviour</i>	5	20
<i>Integrated Marketing Communications and Branding</i>	5	20
<i>Research Methods</i>	5	20
<i>Digital Marketing and Social Media</i>	5	20
<i>International Marketing</i>	5	20
<i>Strategic Marketing Planning and Auditing</i>	5	20
<i>Leadership and Change Management</i>	5	20
<i>Organizational Management</i>	5	20
<i>Research Project (previously as Independent Study)</i>	5	20

Modules for MKT	HKQF Level	HKQF Credit
<i>Consumer and Business Buyer Behaviour</i>	5	20
<i>Integrated Marketing Communications and</i>	5	20

<i>Branding</i>		
<i>Research Methods</i>	5	20
<i>Digital Marketing and Social Media</i>	5	20
<i>International Marketing</i>	5	20
<i>Strategic Marketing Planning and Auditing</i>	5	20
<i>Services Marketing</i>	5	20
<i>Social and Not-for-Profit Marketing</i>	5	20
<i>Research Project (previously as Independent Study)</i>	5	20

Modules for ACC	HKQF Level	HKQF Credit
<i>Auditing</i>	5	20
<i>Advanced Management Accounting</i>	5	20
<i>Financial Reporting</i>	5	20
<i>Research Project (previously as Independent Study)</i>	5	20
<i>Advanced Financial Reporting and Theory</i>	5	20
<i>Current Issues in Financial Management</i>	5	20
<i>Business and Company Law (Hong Kong)</i>	5	20
<i>Information Systems in Accounting and Finance</i>	5	20
<i>Taxation (Hong Kong)</i>	5	20

3.3 Graduation Requirements

- To be eligible for graduation, a student should have successfully completed the above prescribed modules.

3.4 Admission Requirements

(a) MMG and MKT programmes

- a Higher Diploma in Business or Advanced Diploma in Marketing Programme Series, an Associate of Business Administration or other equivalent qualifications awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; or
- a related Higher Diploma, Advanced Diploma, or Associate Degree offered by HKU SPACE or a Higher Diploma, an Advanced Diploma, or an Associate Degree from other tertiary institutions in the areas of marketing, management, or business-related which are recognized by the University of Hull.

(b) ACC programme

- an Advanced Diploma/ Higher Diploma/Associate degree in Accounting awarded within the HKU system through HKU SPACE with a GPA of 2.0 or its equivalent; or
- a related Higher Diploma or an Associate Degree offered by HKU SPACE or a Higher Diploma or an Associate Degree from other tertiary institutions in the areas of accounting recognised by The University of Hull.

(c) English language proficiency requirements

Graduates of the HKU SPACE Advanced Diploma/ Higher Diploma/ Associate Degree programmes recognised by Hull are considered to have met the English requirement. In other cases, applicants should have proof of English proficiency by having:

- a Grade E in the Use of English in Hong Kong Advanced Level Examination (HKALE); or
- Hong Kong Diploma of Secondary Education (HKDSE) Examination with minimum score of overall level 4 in English Language (with a minimum of level 3 in each skill); or
- IELTS with a minimum score of overall 6.0 (with a minimum 5.5 in each skill); or
- Pearson Academic Test of English with minimum of 54 overall (with a minimum of 51 in each skill); or
- Recognised equivalent.

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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