



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 PLYMOUTH**

**LEARNING PROGRAMME RE-ACCREDITATION OF**

**BACHELOR OF SCIENCE (HONOURS) BUSINESS  
MANAGEMENT**

**BACHELOR OF SCIENCE (HONOURS) HOSPITALITY  
MANAGEMENT**

**BACHELOR OF SCIENCE (HONOURS) TOURISM  
MANAGEMENT**

**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 Plymouth (Plymouth) was established as a self-accrediting university under the Further and Higher Education Act 1992. Under the Act, the university is able to award undergraduate, postgraduate and research degrees in the UK and overseas.
- 1.3 The Bachelor of Science (Honours) Business Management (BM) programme was launched in September 2011 in the part-time mode and starting September 2013 in the full-time mode. The Bachelor of Science (Honours) Hospitality Management (HOM) and Bachelor of Science (Honours) Tourism Management (TOM) programmes were launched in September 2012 in both full-time and part-time modes. All three programmes were accredited by HKCAAVQ in November 2014 for a validity period of 4 years starting from 1 September 2015 to 31 August 2019.
- 1.4 HKCAAVQ was commissioned by HKU SPACE and Plymouth, 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 Plymouth (the Operator) meet the stated objectives and QF standard and can continue to be offered as accredited programmes:

Bachelor of Science (Honours) Business Management  
NCR Registration/Reference No: 452143

Bachelor of Science (Honours) Hospitality Management  
NCR Registration/Reference No: 452218

Bachelor of Science (Honours) Tourism Management  
NCR Registration/Reference No: 452220

(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 from 16-17 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

|   |   |  |  |
|---|---|--|--|
| <b>Name of Local Operator</b>                       | HKU School of Professional and Continuing Education<br>香港大學專業進修學院 |  |  |
| <b>Name of Non-local Operator</b>                   | University of Plymouth  |  |  |
| <b>Name of Award Granting Body</b>                  | University of Plymouth  |  |  |
| <b>Title of Learning Programme</b>                  | Bachelor of Science (Honours) Business Management<br>商業管理學(榮譽)理學士 | Bachelor of Science (Honours) Hospitality Management<br>款客業管理(榮譽)理學士 | Bachelor of Science (Honours) Tourism Management<br>旅遊業管理(榮譽)理學士 |
| <b>Title of Qualification (Terminal Exit Award)</b> | Bachelor of Science (Honours) Business Management                 | Bachelor of Science (Honours) Hospitality Management                 | Bachelor of Science (Honours) Tourism Management                 |

|  |   |  |  |
|--|---|--|--|
| <b>Primary Area of Study and Training</b>                                | Business and Management   | Services   | Services   |
| <b>Sub-area (Primary Area of Study and Training)</b>                     | General Business Management   | Hotel and Tourism  | Hotel and Tourism  |
| <b>Other Area of Study and Training</b>                                  | Not applicable  | Not applicable   | Services   |
| <b>Sub-area (Other Area of Study and Training)</b>                       | Not applicable  | Not applicable   | MICE and Event Management  |
| <b>HKQF Level</b>  | Level 5   | Level 5  | Level 5  |
| <b>HKQF Credit</b>   | 180   | 180  | 180  |
| <b>Mode of Delivery and Programme Length of Terminal Exit Award</b>      | Full-time, 18 months<br>Part-time, 24 months  | Full-time, 18 months<br>Part-time, 21 months   | Full-time, 18 months<br>Part-time, 21 months   |
| <b>Model of Delivery and Programme Length of Intermediate Exit Award</b> | <b>Title of Qualification:</b><br>Bachelor of Science Business Management<br><b>HKQF Level:</b><br>Level 5<br><b>HKQF Credits:</b><br>140 HKQF credits<br><b>Attainment:</b><br>Completion of 140 credits | <b>Title of Qualification:</b><br>Bachelor of Science Hospitality Management<br><b>HKQF Level:</b><br>Level 5<br><b>HKQF Credits:</b><br>140 HKQF credits<br><b>Attainment:</b><br>Completion of 140 credits | <b>Title of Qualification:</b><br>Bachelor of Science Tourism Management<br><b>HKQF Level:</b><br>Level 5<br><b>HKQF Credits:</b><br>140 HKQF credits<br><b>Attainment:</b><br>Completion of 140 credits |
| <b>Start date of Validity Period</b>                                     | 1 September 2019  | 1 September 2019   | 1 September 2019   |
| <b>End date of Validity Period</b>                                       | 31 August 2024  | 31 August 2024   | 31 August 2024   |

|  |   |                                       |                                       |
|--|---|---------------------------------------|---------------------------------------|
| <b>Number of Enrolments</b>                    | One enrolment per year for full-time  | One enrolment per year for full-time  | One enrolment per year for full-time  |
|  | Two enrolments per year for part-time   | Two enrolments per year for part-time | Two enrolments per year for part-time |
| <b>Maximum Number of New Students</b>          | 50 for full-time<br>100 for part-time   | 70 for full-time<br>70 for part-time  | 50 for full-time<br>50 for part-time  |
| <b>Other Specific Condition(s) of Approval</b> | Not applicable  |                                       |                                       |
| <b>Notes to be indicated on the QR</b>         | Not applicable  |                                       |                                       |
| <b>Address of Teaching Venue</b>               | <ol style="list-style-type: none"> <li>1. T.T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong</li> <li>2. Level P6, Graduate House, No. 3 University Drive, The University of Hong Kong, Hong Kong</li> <li>3. 2/F &amp; 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong</li> <li>4. 6/F &amp; 34/F, United Centre, 95 Queensway Road, Hong Kong</li> <li>5. 1/F, 4/F, 7/F, 11/F, 13/F, 14/F, 16/F &amp; 22/F, Fortress Tower, 250 King's Road, North Point, Hong Kong</li> <li>6. 66 Leighton Road, Causeway Bay, Hong Kong</li> <li>7. 494 King's Road, North Point, Hong Kong</li> <li>8. 28 Wang Hoi Road, Kowloon Bay, Kowloon</li> <li>9. G/F-3/F, 38-46 Nassau Street, Mei Foo Sun Chuen, Kowloon</li> <li>10. 63 Tai Yip Street, Kowloon Bay, Kowloon</li> </ol> |                                       |                                       |

### 2.1.1 Recommendations

HKCAAVQ offers the following recommendations for continuous improvement of the Programmes.

- (a) The Operator should provide up-to-date references and teaching materials to facilitate effective learning of the students.
- (b) The Operator should re-evaluate the balance between individual assessment and group work if applicable in each module to better reflect individual performance.
- (c) The Operator should adhere to the policy on moderation and facilitate consistency in feedback from moderators.

### 3. Programme Details

The following information on programme objectives (POs) and programme intended learning outcomes (PILOs) are provided by the operator.

#### Bachelor of Science (Honours) Business Management

##### 3.1 The POs are to:

- a. develop the knowledge and skills base which will enable effective performance as a practicing manager;
- b. produce graduates who are enterprising, readily employable and well equipped for lifelong learning and the professional world;
- c. develop graduates possessing a broad range of key personal, cognitive/intellectual, transferable, practical and employment skills;
- d. develop graduates with a broad understanding of the complex, diverse, dynamic business and enterprise environment and the implications for management;
- e. provide the opportunity for students to enhance their employability through undertaking an appropriate work placement;
- f. facilitate recognition of the effects of management within longer timescales and in relation to a broad range of stakeholders;
- g. enable an understanding of the international dimensions of business management; and
- h. develop knowledge and understanding of the ethical and moral responsibilities of corporate leaders and managers.

##### 3.2 Upon successful completion of the programme,

#### Knowledge and Understanding

students should have developed knowledge and understanding of:

- a. the complex, diverse, dynamic internal and external business and enterprise
- b. the skills and techniques relevant to the management of people, operations and other resources, effective decision making and performance as a practicing manager;
- c. the effects of management in relation to a broad range of stakeholders, including the ethical and moral responsibilities of corporate leaders and managers; and
- d. a range of current pervasive issues confronting international management including; sustainability, corporate responsibility, globalisation, innovation and enterprise.

### Cognitive and Intellectual Skills

On completion of the programme, students should have developed the ability to:

- e. analyse new and/or abstract data and situations using appropriate technique;
- f. transform abstract data and concepts towards a given purpose and design appropriate solutions;
- g. select and manage information, research, investigate and critically evaluate evidence using critical thinking and other appropriate research methods and use the findings to support conclusions and recommendations; and
- h. apply appropriate knowledge and skills, including numeracy and quantitative skills, in unfamiliar contexts to identify, define and resolve complex problems.

### Key and Transferable Skills

On completion of the programme, students should have developed the ability to:

- i. interact and work effectively in a group, negotiating and handling conflict as appropriate, in order to achieve an objective;
- j. access and utilise a wide range of learning resources and manage own learning;
- k. communicate effectively in writing and orally using a range of methods;
- l. undertake ethical research using appropriate strategies and methods;
- m. demonstrate autonomy in taking responsibility for own work and development; and
- n. demonstrate competence in the application of numeracy and quantitative skill.

### Employment Related Skills

On completion of the programme, students should have developed the ability to:

- o. successfully manage and deliver a project/work on time;
- p. choose and utilise a range of appropriate skills and techniques relevant to the management of people, operations, other resources and making effective decisions;
- q. reflect upon and evaluate own actions and performance with a view to enhancing self management and devising plans for enhancing personal and career development; and

- r. demonstrate awareness of ethical and sustainability issues in their work.

### Practical Skills

On completion of the programme, students should have developed the ability to:

- s. write reports for commercial and academic audiences; and
- t. select and apply appropriate skills and techniques and work with minimal supervision.

### Bachelor of Science (Honours) Hospitality Management

#### 3.3 The POs are to:

The Bachelor of Science (Honours) Hospitality Management degree programme aims to equip students with appropriate knowledge and understanding of hospitality and have critical awareness of the issues that underpin best practice in this field. The programme also enables students to develop vocationally relevant managerial skills needed for employment or further study.

The programme provides students with the opportunity to:

- a. demonstrate knowledge, aims and understanding of those disciplines relevant to their programme of study;
- b. develop capabilities of analysis, synthesis and evaluation appropriate to their level of study;
- c. work effectively both as individuals and team members;
- d. plan and manage learning;
- e. apply knowledge, understanding and skills to the solution of problems relevant to their discipline(s);
- f. communicate effectively;
- g. apply appropriate practical and IT skills.
- h. use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of hospitality;
- i. recognise and value the centrality of the hospitality consumer and meet and respond to their needs;
- j. identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders such as: hospitality consumers, hospitality employees, hospitality organizations, government and external agencies;
- k. evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of operations management, human resources and organisational



behaviour, services marketing, information systems and technology, strategic management;

- l. analyse and evaluate the defining characteristics of hospitality as a phenomenon; and
- m. analyse and evaluate the business environment and its impact on the hospitality industry.

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

#### Knowledge and Understanding

- a. evaluate critically, from a strategic perspective, the interaction of hospitality systems within the business environment;
- b. evaluate critically the complex interaction of the hospitality customer, the hospitality employee, and the hospitality resource;
- c. demonstrate an understanding of the underpinning principles of business and the ability to apply them creatively;
- d. apply learning and understanding of food operations to meet the needs of society, industry and consumers for high quality, safe and innovative food products; and
- e. integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings.

#### Cognitive and Intellectual Skills

- f. analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
- g. transform abstract information and concepts towards a given purpose;
- h. critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
- i. deal with contradictory information and identify reasons for contradictions; and
- j. be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions.

#### Key and Transferable Skills

- k. Transferable communication skills;
- l. Interpersonal and team working skills;
- m. Self-management and professional development skills;
- n. ICT skills; and
- o. Numeracy skills.

### Employment Related Skills

- p. Problem solving and research methods skills;
- q. Understand a variety of common responses to gather relevant information; and
- r. Learning skills (reflection/evaluation, synthesis).

### Practical Skills

- s. Presentation and oral communication skills;
- t. Written Communication skills; and
- u. Computer and Information Management Technology Skills.

### Bachelor of Science (Honours) Tourism Management

#### 3.5 The POs are:

The Bachelor of Science (Honours) Tourism Management degree programme aims to enable students to gain a broad understanding of the development of tourism and have a critical awareness of the issues that underpin best practice in this field. The programme also enables students to develop vocationally relevant managerial skills needed for employment or further study.

The programme provides students with the opportunity to:

- a. demonstrate knowledge, aims and understanding of those disciplines relevant to their programme of study;
- b. develop capabilities of analysis, synthesis and evaluation appropriate to their level of study;
- c. work effectively both as individuals and team members;
- d. plan and manage learning;
- e. apply knowledge, understanding and skills to the solution of problems relevant to their discipline(s);
- f. communicate effectively;
- g. apply appropriate practical and IT skills.
- h. explore the concepts and characteristics of tourism as an area of academic and applied study;
- i. study the products, structure and interactions in the tourism industry;
- j. analyse the role of tourism in the communities and environments that it affects;
- k. investigate the nature and characteristics of tourists; and

- l. analyse and evaluate the business environment and its impact on tourism.

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

#### Knowledge and Understanding

- a. demonstrate a detailed understanding of relevant concepts and characteristics appropriate in the study of tourism and be able to apply them creatively;
- b. generalise and question the nature, structure and significance of tourism;
- c. identify and illustrate the importance of planning, development and management of tourism and tourists in a variety of contexts;
- d. demonstrate an understanding of the underpinning principles of business and apply them creatively; and
- e. integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings.

#### Cognitive and Intellectual Skills

- f. analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
- g. transform abstract information and concepts towards a given purpose;
- h. critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
- i. deal with contradictory information and identify reasons for contradictions; and
- j. be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions.

#### Key and Transferable Skills

- k. Transferable communication skills;
- l. Interpersonal and team working skills;
- m. Self-management and professional development skills;
- n. ICT skills; and
- o. Numeracy skills.

### Employment Related Skills

- p. Problem solving and research methods skills;
- q. Understand a variety of common responses to gather relevant information; and
- r. Learning skills (reflection/evaluation, synthesis).

### Practical Skills

- s. Presentation and oral communication skills;
- t. Written Communication skills; and
- u. Computer and Information Management Technology Skills.

## 3.7 Programme Structure

3.7.1 The BM, HOM and TOM programmes offered at HKU SPACE are adapted from the corresponding full degree programmes of UoP totalling 360 credits. Only second and final year modules totalling 180 credits are offered as top-up degree programmes at HKU SPACE.

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

| <b>Modules for BM</b>                                     | <b>HKQF Level</b> | <b>HKQF Credit</b> |
|---|-------------------|--------------------|
| <i>People Management</i>                                  | 5                 | 20                 |
| <i>Enterprise and Innovation</i>                          | 5                 | 20                 |
| <i>Marketing Fundamentals</i>                             | 5                 | 20                 |
| <i>Current Issues in Management</i>                       | 5                 | 20                 |
| <i>Global Enterprise</i>                                  | 5                 | 20                 |
| <i>Strategic Management: Theory and Practice</i>          | 5                 | 20                 |
| <i>Organisation Leadership</i>                            | 5                 | 20                 |
| <i>Project (Management Report – Qualitative Methods)</i>  | 5                 | 20                 |
| <i>Project (Management Report – Quantitative Methods)</i> | 5                 | 20                 |

| <b>Modules for HOM</b>  | <b>HKQF Level</b> | <b>HKQF Credit</b> |
|---|-------------------|--------------------|
| <i>English for Academic Purposes</i>                                  | 5                 | 20                 |
| <i>Contemporary Business Management for Hospitality Organisations</i> | 5                 | 20                 |
| <i>Tourism, Hospitality &amp; Event Research Methods</i>              | 5                 | 20                 |
| <i>Leadership</i>   | 5                 | 20                 |
| <i>Managing Service Innovation</i>                                    | 5                 | 20                 |
| <i>Hospitality Dynamics</i>   | 5                 | 20                 |
| <i>Honours Project</i>  | 5                 | 40                 |
| <i>Business Strategy for Tourism &amp; Hospitality</i>                | 5                 | 20                 |

| <b>Modules for TOM</b>                                    | <b>HKQF Level</b> | <b>HKQF Credit</b> |
|---|-------------------|--------------------|
| <i>English for Academic Purposes</i>                      | 5                 | 20                 |
| <i>Festivals and Event Tourism</i>                        | 5                 | 20                 |
| <i>Tourism, Hospitality &amp; Events Research Methods</i> | 5                 | 20                 |
| <i>Leadership</i>   | 5                 | 20                 |
| <i>Cruise Operations Continuity Planning</i>              | 5                 | 20                 |
| <i>Crime and Sustainable Tourism</i>                      | 5                 | 20                 |
| <i>Honours Project</i>                                    | 5                 | 40                 |
| <i>Business Strategy for Tourism &amp; Hospitality</i>    | 5                 | 20                 |

### 3.8 Graduation Requirements

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

### 3.9 Admission Requirements

#### BM programme

1. hold a recognised Advanced Diploma or Higher Diploma/Associate Degree in a business-related discipline awarded within the HKU system through HKU SPACE;

OR

2. hold a recognised Advanced Diploma or Higher Diploma/Associate Degree in a business-related discipline awarded by a recognised institution; and provide evidence of English proficiency, such as
  - HKCEE English Language at Level 2; or
  - HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); or
  - HKDSE Examination English Language at Level 2; or
  - an overall band of 6.0 in the IELTS; or
  - a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based and a score of 4.5 in the Test of Written English

AND

3. preferably have 2 years full-time work experience or 4 years part-time work experience

Mature students (according to University of Plymouth regulation) and applicants with other equivalent qualifications will be considered on a case-by-case basis. Applicants who do not have a business-related academic qualification may be required to take additional module(s) on a case-by-case basis before the start of the programme

### HOM programme

Applicants shall:

1. hold an Advanced Diploma / Higher Diploma in Hospitality Management / Tourism and Hospitality Management awarded within the HKU system through HKU SPACE;

OR

2. A.(i) hold an Advanced Diploma / Associate Degree / Higher Diploma in Hospitality Management granted by a recognised institution;

OR

- (ii) hold an Advanced Diploma / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognized institution;

AND

B. provide evidence of English proficiency such as :

- HKCEE English Language at Level 2; OR
- HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); OR
- HKDSE Examination English Language at Level 2; OR
- an overall band of 6.0 or above in the IELTS; OR
- a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based TOEFL and a score of 4.5 in the Test of Written English.

OR

3. have a degree of other disciplines.

Applicants from (2) and (3) may be considered on a case-by-case basis. Applicants from (2Aii) and (3) may be required to take and pass additional modules based on individual merit before the start of the programme.

## TOM programme

1. hold an Advanced Diploma / Higher Diploma in Tourism and Hospitality Management / Tourism and Marketing Management /M.I.C.E and Event Management awarded with the HKU system through HKU SPACE;

OR

2. A.(i) hold an Advanced Diploma / Associate Degree / Higher Diploma in Tourism Management granted by a recognised institution;

OR

- (ii) hold Advanced Diploma / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution;

AND

- B. provide evidence of English Proficiency such as:

- HKCEE English Language at Level 2; or
- HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); or
- HKDSE Examination English Language at Level 2; or
- an overall band of 6.0 in the IELTS; or
- a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based and a score of 4.5 in the Test of Written English

OR

3. have a degree of other disciplines

Applicants from (2) and (3) may be considered on a case-by-case basis. Applicants from (2Aii) and (3) may be required to take and pass additional modules based on individual merit before the start of the programme.

#### **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.

Report No.: 18/152  
File Reference: 100/42/02