



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

**SUMMARY ACCREDITATION REPORT**

**THE HANG SENG UNIVERSITY OF HONG KONG**

**LEARNING PROGRAMME RE-ACCREDITATION**

**BACHELOR OF MANAGEMENT SCIENCE AND  
INFORMATION MANAGEMENT (HONOURS)**

**BACHELOR OF SCIENCE (HONOURS)  
IN DATA SCIENCE AND BUSINESS INTELLIGENCE**

**MARCH 2019**

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 Hang Seng University of Hong Kong (HSUHK), formerly known as the Hang Seng Management College, was registered under the Post Secondary Colleges Ordinance (Cap 320) as a privately-funded, non-profit post-secondary college in 2010, and it started to offer bachelor degree programmes accredited by HKCAAVQ in September 2010. Currently, HSUHK offers 17 bachelor's degree programmes accredited at Qualifications Framework (QF) Level 5, and five master's degree programmes accredited at QF Level 6.
- 1.2 In 2016, the then Hang Seng Management College (the College) successfully obtained Programme Area Accreditation (PAA) status at QF Level 5 in three distinctive Areas of Study and Training – Business and Management; Languages and Related Studies; and Mass Media and Communications, Journalism and Public Relations. In addition, the College has attained and maintained the minimum total student enrolment of over 1,500 students since 2012/13, rendering it eligible to commence the application process for private university title. Consequently, the College commissioned HKCAAVQ to conduct an Institutional Review (IR) in April 2018 for the purpose of making an application for university title for consideration by the Chief Executive-in-Council. Upon completion of the IR, it was determined that the College meets the standards expected of a private university. On 30 October 2018, the College obtained approval of a private university title and changed its name to The Hang Seng University of Hong Kong (HSUHK).
- 1.3 HKCAAVQ was commissioned by the HSUHK to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
  - (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Management Science and Information Management (Honours) (BMSIM) and Bachelor of Science (Honours) in Data Science and Business Intelligence (BSC-DSBI) programmes of the HSUHK meet the stated

objectives and QF standard and can continue to be offered as accredited programmes from the 2019/20 academic year; and

- (b) To issue to the HSUHK 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 16 to 18 January 2019.

## 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 Operator</b>	The Hang Seng University of Hong Kong 香港恒生大學	
<b>Name of Award Granting Body</b>	The Hang Seng University of Hong Kong 香港恒生大學	
<b>Title of Learning Programme</b>	Bachelor of Management Science and Information Management (Honours) 管理科學與資訊管理 (榮譽) 學士	Bachelor of Science (Honours) in Data Science and Business Intelligence 數據科學及商業智能學 (榮譽) 理學士
<b>Title of Qualification (Exit Award)</b>	Bachelor of Management Science and Information Management (Honours) 管理科學與資訊管理 (榮譽) 學士	Bachelor of Science (Honours) in Data Science and Business Intelligence 數據科學及商業智能學 (榮譽) 理學士
<b>Primary Area of Study and Training</b>	Business and Management	Sciences

<b>Sub-area (Primary Area of Study and Training)</b>	General Business Management	Mathematics and Statistics
<b>Other Area of Study and Training</b>	Computer Science and Information Technology	Business and Management
<b>Sub-area (Other Area of Study and Training)</b>	Computer Science and Information Technology	General Business Management
<b>Industry</b>	Not Applicable	
<b>Branch</b>	Not Applicable	
<b>QF Level</b>	Level 5	
<b>QF Credits</b>	Not Applicable	
<b>Mode of Delivery and Programme Length</b>	Full time, 4 years	
<b>Intermediate Exit Award</b>	Not Applicable	
<b>Start date of Validity Period</b>	1 September 2019	
<b>End date of Validity Period</b>	31 August 2024	
<b>Number of Enrolments</b>	One enrolment per year	
<b>Maximum Number of New Students</b>	Year 1 Entry – 65 per year Year 3 Entry – 25 per year	Year 1 Entry – 70 per year Year 3 Entry – 10 per year
<b>Specification of Competency Standards-based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Address of Teaching Venue</b>	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories	

### 2.1.1 Recommendations

#### For Both Programmes

- (a) HSUHK should continuously review their approach to mapping PILOs to the respective POs to ensure the contributions of PILOs towards achieving particular POs are more rigorously reflected in the future.

#### For BMSIM Programme

- (b) HSUHK should further strengthen the staff resources for the BMSIM programme in the areas of Information Technology and Information Systems Management, so as to ensure sustainability of suitably qualified staff for continuous delivery and development of the programme.

#### For BSC-DSBI Programme

- (c) HSUHK should explore further means as appropriate to facilitate BSC-DSBI students' access to necessary computational resources and software remotely

## 3. Programme Details

The following programme information is provided by the operator.

### 3.1 Programme Objectives

#### BMSIM Programme

PO 1	develop students' analytical power, creativity, critical thinking and problem solving ability;
PO 2	cultivate students' communication, interpersonal, leadership, transferable skills and independently learning so as to continue professional, personal development and/or further studies;
PO 3	instill in students a strong sense of social responsibility and high commitment to professional ethics;
PO 4	arouse students' awareness of global issues and developments;
PO 5	gain a solid foundation of the principles, technical and theoretical knowledge required in the professional fields of Management Science, Information Management and Business Administration;

PO 6	obtain and apply knowledge of a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills to aid in business decision making; and
PO 7	to integrate information technology and management science concepts and tools with managerial skills appropriately and effectively in supporting complex business analysis and operations.

### BSC-DSBI Programme

PO 1	develop students' creativity, critical thinking, analytical ability and problem-solving skills;
PO 2	cultivate students' communication, interpersonal, leadership, independent learning and other transferable skills;
PO 3	instill in students a strong sense of social responsibility and high commitment to business ethics;
PO 4	enhance students' global awareness and local sensitivity;
PO 5	provide students with a solid foundation of the conceptual, theoretical and practical knowledge in the fields of Data Science and Business Intelligence, supplemented with Business Administration, required for various business purposes;
PO 6	train students to synthesise, manage and evaluate data together with the use of information technology to convey analytical results from data processing tasks for business decision making; and
PO 7	build up students' ability to understand the importance of the applications of Data Science and Business Intelligence in their daily life, particularly in commercial areas.

### 3.2 Programme Intended Learning Outcomes

#### BMSIM Programme

PILO 1	address professional and personal challenges through the application of interdisciplinary and multi-disciplinary knowledge acquired;
PILO 2	possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;
PILO 3	evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;

PILO 4	possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;
PILO 5	possess solid knowledge and skills in Management Science, Information Management and Business Administration, which will enable students to undertake further study in the above three disciplines or to pursue a career with related knowledge requirements;
PILO 6	apply appropriately a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills in dealing with business issues; and
PILO 7	critically analyse, evaluate and synthesise information, ideas and management science concepts, and apply information technology concepts and tools appropriately and effectively for operation analysis and managerial decision making.

#### BSC-DSBI Programme

PILO 1	address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired;
PILO 2	possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;
PILO 3	evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;
PILO 4	possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;
PILO 5	possess the conceptual and practical knowledge and skills in Data Science and Business Intelligence as well as the solid foundation in Business Administration, which will enable them to undertake further study in the aforementioned disciplines or to pursue a career with related knowledge requirements;
PILO 6	synthesise, manage and evaluate data, and apply information technology tools for data analysis to solve business problems; and
PILO 7	integrate and apply the knowledge appropriately in Data Science and Business Intelligence for solving practical problems in a dynamic business environment.

### 3.3 Programme Structure

#### BMSIM Programme

Study Areas	No. of Core Modules (Credits)	No. of Elective Modules (Credits)	Total No. of Modules (Credits)	Credit (%)
<b>BMSIM Major</b>	15 (45)	2 (6)	17 (51)	39.53
<b>Business Education</b>	9 (27)	-	9 (27)	20.93
<b>Common Core Curriculum (I + II + III)</b>				
(I) General Education	1 (3)	6 (18)	7 (21)	16.27
(II) Language				
• Chinese	3 (9)	-	3 (9)	6.98
• English	3 (9)	-	3 (9)	6.98
(III) Quantitative Methods and IT Skills	1 (3)	-	1 (3)	2.33
<b>Free Electives</b>	-	3 (9)	3 (9)	6.98
<b>Total</b>	<b>32 (96)</b>	<b>11 (33)</b>	<b>43 (129)</b>	<b>100</b>

#### BSC-DSBI Programme

Study Areas	No. of Core Modules (Credits)	No. of Elective Modules (Credits)	Total No. of Modules (Credits)	Credit (%)
<b>BSC-DSBI Major Studies</b>	14 (42)	-	14 (42)	35.0
<b>Business Education</b>	6 (18)	-	6 (18)	15.0
<b>Common Core Curriculum (I + II + III)</b>				
(I) General Education	1 (3)	6 (18)	7 (21)	17.5
(II) Language				
• Chinese	3 (9)	-	3 (9)	7.5
• English	3 (9)	-	3 (9)	7.5
(III) Quantitative Methods and IT Skills	2 (6)	-	2 (6)	5.0
<b>Free Electives</b>	-	5 (15)	5 (15)	12.5
<b>Total</b>	<b>29 (87)</b>	<b>11 (33)</b>	<b>40 (120)</b>	<b>100</b>

### 3.4 Graduation Requirements

#### BMSIM Programme

In order to be eligible for the award of the Bachelor of Management Science and Information Management (Honours), student must have:

- (a) Completed and been assessed on at least 129 credits (43 modules);
- (b) Obtained an overall GPA of 2.0 or above across all modules in which they were assessed;
- (c) Obtained a Grade of D or better on at least 120 credits, and passed at least 15 BMSIM major modules, including all core modules;
- (d) Attained a score of 6.0 or above in the IELTS (Academic) Test before their final year of study;
- (e) Attained the level of “Third Class, Grade B” (三級乙等) or above in the Putonghua Proficiency Test (普通話水平測試) before their final year of study;
- (f) Fulfilled the Information Technology requirements; and
- (g) Fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme.

#### BSC-DSBI Programme

In order to be eligible for the award of the Bachelor of Science (Honours) in Data Science and Business Intelligence, student must have:

- (a) Completed and obtained a Grade D or above on at least 120 credits (40 modules), including all core modules;
- (b) Obtained a cumulative GPA of 2.0 or better across all modules in which they were assessed;
- (c) Attained a score of 6.0 or above in the IELTS (Academic) Test before their final year of study;
- (d) Attained the level of “Third Class, Grade B” (三級乙等) or above in the Putonghua Proficiency Test (普通話水平測試) before their final year of study;
- (e) Fulfilled the Information Technology requirements; and
- (f) Fulfilled the requirements of Community Services (20 hours), Extra-curricular Activities (10 hours) and Physical Activities (10 hours), within the course of the Programme.

### 3.5 Admission Requirements

#### Both Programmes

##### Year 1 Standard Entry

Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), Liberal

Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination.

### Year 3 Standard Entry

Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent.

### Non-Local Entry

Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK.

### Non-Standard Entry

Applicants whose academic attainment did not reach the minimum requirement or mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis.

## 3.6 Graduate Profile

- Please refer to Appendix.

## 4. Substantial Change

- 4.1 HKCAAVQ may vary or withdraw the Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website. The accreditation status of the Operator and/or Programme will lapse immediately upon the

expiry of the validity period or upon the issuance of a notice of withdrawal of the Accreditation Report.

## **5. Qualifications Register**

- 5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 19/40  
File Reference: 56/12/02

## Appendix

### Graduate Profile of Bachelor of Management Science and Information Management (Honours)

<b>Qualification Title</b>	Bachelor of Management Science and Information Management (Honours) 管理科學與資訊管理(榮譽)學士
<b>Qualification Type</b>	Bachelor Degree
<b>QF Level</b>	5
<b>Primary Area of Study and Training</b>	Business and Management
<b>Sub-area (Primary Area of Study and Training)</b>	General Business Management
<b>Other Area of Study and Training</b>	Computer Science and Information Technology
<b>Sub-area (Other Area of Study and Training)</b>	Computer Science and Information Technology
<b>Programme Objectives</b>	The Programme Objectives (PO) are to:
	PO 1 develop students' analytical power, creativity, critical thinking and problem solving ability;
	PO 2 cultivate students' communication, interpersonal, leadership, transferable skills and independently learning so as to continue professional, personal development and/or further studies;
	PO 3 instill in students a strong sense of social responsibility and high commitment to professional ethics;
	PO 4 arouse students' awareness of global issues and developments;
	PO 5 gain a solid foundation of the principles, technical and theoretical knowledge required in the professional fields of Management Science, Information Management and Business Administration;
	PO 6 obtain and apply knowledge of a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills to aid in business

	<p>decision making; and</p> <p>PO 7 to integrate information technology and management science concepts and tools with managerial skills appropriately and effectively in supporting complex business analysis and operations.</p>
<b>Programme Intended Learning Outcomes</b>	<p>Upon completion of the Programme, students should be able to:</p>
	<p>PILO 1 address professional and personal challenges through the application of interdisciplinary and multi-disciplinary knowledge acquired;</p>
	<p>PILO 2 possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;</p>
	<p>PILO 3 evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;</p>
	<p>PILO 4 possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;</p>
	<p>PILO 5 possess solid knowledge and skills in Management Science, Information Management and Business Administration, which will enable students to undertake further study in the above three disciplines or to pursue a career with related knowledge requirements;</p>
	<p>PILO 6 apply appropriately a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills in dealing with business issues; and</p>
	<p>PILO 7 critically analyse, evaluate and synthesise information, ideas and management science concepts, and apply information technology concepts and tools appropriately and effectively for operation analysis and managerial decision making.</p>
<b>Education Pathways</b>	<p>Graduates of the Programme may pursue further study towards advanced academic and professional degrees in Management Science and Information Management</p>

	<p>in Hong Kong or abroad. Graduates may also pursue professional qualification examinations, such as Project Management Professional, Six Sigma Quality Management, SAP, SAS, Certified Information Systems Auditor, Oracle Certified Professional, Java Certification, and Software Development Associate Engineer Certification.</p>
<b>Employment Pathways</b>	<p>Graduates of the Programme are prepared to undertake employment in areas such as manufacturing/service operations management, business/IT project management, business analyses and consultation, system management and coordination, IT Sales and marketing, and product/software development.</p>
<b>Minimum admission requirements</b>	<p><u>Year 1 Standard Entry</u></p> <p>Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), Liberal Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination.</p> <p><u>Year 3 Standard Entry</u></p> <p>Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent.</p> <p><u>Non-Local Entry</u></p> <p>Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK.</p> <p><u>Non-Standard Entry</u></p> <p>Applicants whose academic attainment did not reach the minimum requirement <u>or</u> mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis.</p>
<b>Operator</b>	<p>The Hang Seng University of Hong Kong 香港恒生大學</p>

**Graduate Profile of Bachelor of Science (Honours) in  
Data Science and Business Intelligence**

<b>Qualification Title</b>	Bachelor of Science (Honours) in Data Science and Business Intelligence 數據科學及商業智能學(榮譽)理學士
<b>Qualification Type</b>	Bachelor Degree
<b>QF Level</b>	5
<b>Primary Area of Study and Training</b>	Sciences
<b>Sub-area (Primary Area of Study and Training)</b>	Mathematics and Statistics
<b>Other Area of Study and Training</b>	Business and Management
<b>Sub-area (Other Area of Study and Training)</b>	General Business Management
<b>Programme Objectives</b>	The Programme Objectives (PO) are to:
	PO 1 develop students' creativity, critical thinking, analytical ability and problem-solving skills;
	PO 2 cultivate students' communication, interpersonal, leadership, independent learning and other transferable skills;
	PO 3 instill in students a strong sense of social responsibility and high commitment to business ethics;
	PO 4 enhance students' global awareness and local sensitivity;
	PO 5 provide students with a solid foundation of the conceptual, theoretical and practical knowledge in the fields of Data Science and Business Intelligence, supplemented with Business Administration, required for various business purposes;
	PO 6 train students to synthesise, manage and evaluate data together with the use of information technology to convey analytical results from data processing tasks for business decision making; and

	PO 7 build up students' ability to understand the importance of the applications of Data Science and Business Intelligence in their daily life, particularly in commercial areas.
<b>Programme Intended Learning Outcomes</b>	Upon completion of the Programme, students should be able to:
	PILO 1 address professional and personal challenges through the application of inter-disciplinary and multi-disciplinary knowledge acquired;
	PILO 2 possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;
	PILO 3 evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;
	PILO 4 possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;
	PILO 5 possess the conceptual and practical knowledge and skills in Data Science and Business Intelligence as well as the solid foundation in Business Administration, which will enable them to undertake further study in the aforementioned disciplines or to pursue a career with related knowledge requirements;
	PILO 6 synthesise, manage and evaluate data, and apply information technology tools for data analysis to solve business problems; and
	PILO 7 integrate and apply the knowledge appropriately in Data Science and Business Intelligence for solving practical problems in a dynamic business environment.
<b>Education Pathways</b>	Graduates of the programme may pursue further study in fields related to Data Science and Business Intelligence in Hong Kong or abroad, such as MSc in Data Science and Business Statistics; MSc in Risk Management Science; and MSc in Operational Research and Business Statistics.

<b>Employment Pathways</b>	Graduates of the Programme are prepared to undertake employment in areas such as data/business analysis and consultation, banking and finance, marketing research, and scientific and social research.
<b>Minimum admission requirements</b>	<p><u>Year 1 Standard Entry</u></p> <p>Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), Liberal Studies and one other subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination.</p> <p><u>Year 3 Standard Entry</u></p> <p>Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent.</p> <p><u>Non-Local Entry</u></p> <p>Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK.</p> <p><u>Non-Standard Entry</u></p> <p>Applicants whose academic attainment did not reach the minimum requirement <u>or</u> mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years' work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis.</p>
<b>Operator</b>	The Hang Seng University of Hong Kong 香港恒生大學