



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  
SWINBURNE UNIVERSITY OF TECHNOLOGY**

**INITIAL EVALUATION**

**AND**

**LEARNING PROGRAMME ACCREDITATION FOR  
BACHELOR OF AVIATION MANAGEMENT**

**MAY 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 Established in 1956-57, the Department of Extra Mural Studies in The University of Hong Kong was renamed the HKU School of Professional and Continuing Education (HKU SPACE) in 1992. It was incorporated as a non-profit-making company limited by guarantee in 1999. It offers part-time and full-time programmes in Hong Kong and in mainland China.
- 1.2 Swinburne University of Technology (SUT) was established under the Swinburne University of Technology Act 2010 to offer, in and outside Australia, undergraduate and postgraduate programmes that comply with the Australian Qualifications Framework. SUT is the awarding body and is ultimately responsible for the maintenance of the academic standards of its awards.
- 1.3 Initial discussion between SUT and HKU SPACE on partnership first started in 2016 with the partnership agreement signed in July 2018 for the delivery of the Bachelor of Aviation Management (BAM) programme as an exempted non-local course with its first intake of students in 2018.
- 1.4 HKCAAVQ was commissioned by HKU SPACE and SUT, jointly as the Operator, to conduct an accreditation exercise with the following Terms of Reference:
  - a. To conduct an accreditation test as provided for in the AAVQO to determine whether HKU School of Professional and Continuing Education and Swinburne University of Technology (the Operator) meets the stated objectives and is competent to operate learning programmes that meet the Hong Kong Qualifications Framework (HKQF) Level 5 standard, and can be granted Initial Evaluation Status at HKQF Level 5;
  - b. To conduct an accreditation test as provided for in the AAVQO to determine whether the Bachelor of Aviation Management

programme (Non-local Courses Registry Registration No.: 412813) of the Operator meets the stated objectives and HKQF standard at Level 5 and can be offered as an accredited programme; and

- c. To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) and (b) 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 13 to 15 March 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 Initial Evaluation

- Approval

<b>Name of Local Operator</b>	HKU School of Professional and Continuing Education 香港大學專業進修學院
<b>Name of Non-local Operator</b>	Swinburne University of Technology
<b>Address of Local Operator</b>	11F, T.T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong
<b>Highest HKQF Level of programme(s) which the Operator can operate upon successful learning programme accreditation</b>	Level 5
<b>Start date of 2-year validity period of Initial Evaluation (IE) accreditation status</b>	1 September 2019

<b>Scope of IE Accreditation Status</b>	For accredited programme(s) operated by the Local Operator in partnership with the Non-local Operator in Hong Kong
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## 2.2 Learning Programme Accreditation

Approval

<b>Name of Local Operator</b>	HKU School of Professional and Continuing Education 香港大學專業進修學院
<b>Name of Non-local Operator</b>	Swinburne University of Technology
<b>Name of Award Granting Body</b>	Swinburne University of Technology
<b>Title of Learning Programme</b>	Bachelor of Aviation Management 航空管理學士
<b>Title of Qualification (Exit Award)</b>	Bachelor of Aviation Management
<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>	Business and Management
<b>Sub-area (Other Area of Study and Training)</b>	Transports and Logistics
<b>HKQF Level</b>	Level 5
<b>HKQF Credits</b>	120
<b>Mode(s) of Delivery and Programme Length</b>	Full-time, 1.5 years
<b>Start Date of Validity Period</b>	1 September 2019
<b>End Date of Validity Period</b>	31 August 2023

<b>Number of Enrolment(s)</b>	One enrolment per year			
<b>Maximum Number of New Students</b>	2019/20	2020/21	2021/22	2022/23
	30	40	40	40
<b>Address of Teaching / Training Venue(s)</b>	<ol style="list-style-type: none"> <li>1. Admiralty Learning Centre, 2/F &amp; 3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong</li> <li>2. CITA Learning Centre, Clothing Industry Training Authority, 63 Tai Yip Street, Kowloon Bay, Kowloon</li> <li>3. Fortress Tower Learning Centre, 1/F, 4/F, 10/F, 14/F, 19/F &amp; 22/F, Fortress Tower, 250 King's Road, North Point, Hong Kong</li> <li>4. Graduate House Learning Centre, Level P6, Graduate House, No. 3 University Drive, The University of Hong Kong, Hong Kong</li> <li>5. HKU SPACE Headquarters, T.T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong</li> <li>6. HKU SPACE Po Leung Kuk Stanley Ho Community College Campus, 66 Leighton Road, Causeway Bay, Hong Kong</li> <li>7. Island East Campus, 494 King's Road, North Point, Hong Kong</li> <li>8. Kowloon East Campus, 28 Wang Hoi Road, Kowloon Bay, Kowloon</li> <li>9. United Learning Centre, 6/F &amp; 34/F, United Centre, 95 Queensway, Hong Kong</li> </ol>			

### 2.2.1 Recommendations

- (a) The Operator should further contextualise the curriculum towards the Hong Kong and mainland China aviation environment.
- (b) The Operator should put more emphasis in the curriculum on data analytics and the impact of technological developments in both hardware and software in the aviation industry context.
- (c) The Operator should strengthen and actively engage with a more Hong Kong focused industry advisory board to better reflect broader aviation functions and local industry employment needs.
- (d) The Operator should ensure that the SUT units taught in intensive mode make use of the digital learning environment and employ appropriate student support and pedagogy to maximise students' learning experiences.

- (e) The Operator should ensure the availability of up-to-date references and provide contemporary, contextualised teaching materials to reflect the rapid change in the aviation industry and facilitate effective learning and employability of students.
- (f) The Operator should encourage industry-based aviation research projects that partner with the aviation industry and/or reflect industry needs.
- (g) For group projects the Operator should review how the groups are formed and how group assessment is moderated to ensure equitable assessment outcomes.

### **3. Programme Details**

The following programme information is provided by the operator.

#### **3.1 Programme Objectives**

- (a) The programme aims to produce graduates who seek to play a key role in bringing changes to the aviation industry.
- (b) Students gain insight into how airlines and airports operate to prepare them for management roles in the aviation industry.
- (c) Students gain a sound professional understanding of the aviation industry and its associated environment, and skills in organisational, regulatory, safety, technical and business management.
- (d) Students learn how aircraft are designed, operated and maintained; why aircraft follow certain routes, and how airlines and airports collaborate with supply chain partners to get passengers to their destinations safely and profitably.

#### **3.2 Programme Intended Learning Outcomes**

- (a) demonstrate coherent understanding and application of the body of knowledge of aviation management and appropriate international and domestic regulatory frameworks;
- (b) demonstrate broad and coherent knowledge of aviation human factors, aviation management and aviation technology to critically analyse and solve problems and implement solutions in global professional airline, airport and aviation practice;

- (c) work autonomously and in teams within organisations with a focus on safety, quality, legality and profitability applying ethical standards with professional accountability;
- (d) plan and deliver a team-based professionally-relevant research project with some independence;
- (e) demonstrate effective oral and written communication skills in a professional aviation context; and
- (f) employ an entrepreneurial approach in contributing to innovation, development and management of change within professional airline, airport and aviation operational practice.

### 3.3 Programme Structure

3.3.1 The top-up BAM programme offered by SUT and HKU SPACE in Hong Kong comprises a total of 120 HKQF credits at HKQF Level 5. The programme consists of eight units, taught over 3 semesters in 18 months of full-time study mode.

3.3.2 The content and structure of the programme are summarised as follows:

Units	Contact Hours	Notional Learning Hours	HKQF Credits	HKQF Level
Private Pilot Theory for Managers	72	150	15	5
Aviation Marketing	48	150	15	5
Aviation Regulation and Operation	48	150	15	5
Aviation Business Strategies and Management	48	150	15	5
Project Management in Aviation	48	150	15	5
Flight Operations for Managers	48	150	15	5
Aviation Research Project (Part I)	20	150	15	5
Aviation Research Project (Part II)	20	150	15	5
Total:	352	1200	120	

### 3.4 Graduation Requirements

A student is required to successfully complete the above units. All units carry 15 HKQF credits each. Students are required to complete a total of 120 HKQF credits to satisfy the graduation requirements.

### 3.5 Admission Requirements

1(A) hold a Higher Diploma in Aviation Studies (HDAS) awarded within the HKU system through HKU SPACE (GPA requirement 2.4 or above); OR

(B) i hold an Advanced Diploma/Associate Degree/Higher Diploma in aviation or related discipline granted by a recognised institution; and

ii provide evidence of English proficiency such as an overall band of 6.0 or above in the IELTS if the B (i) qualification is from an institution where the language of teaching and assessment is not English.

AND

2 have successfully completed the Aviation Mathematics and Physics course at HKU SPACE, or an equivalent qualification from a recognised institution.

To tie in with the general expectation on self-financed operators in safeguarding teaching and learning quality and thereby upholding the credibility and recognition of the qualifications, the percentage of students to be admitted through the non-standard entry including mature applicants is expected to be capped, on a programme basis, at a maximum of no more than 5% of the new students of the admission year.

### 3.6 Graduate Profile

The BAM programme prepares students for careers in the areas of airline management, airline flight operations, airline ground operations, airport management, airport operations, airport planning, aviation consultancy firms, aviation charter firms, air services, aviation regulatory and safety services and aviation safety authorities. The following are some of the areas in which students are able to find entry-level and middle management positions:

- Airline management
- Airline flight operations
- Airline ground operations
- Airport management
- Airport operations
- Airport planning
- Aviation consultancy firms
- Aviation charter firms
- Air services
- Aviation regulatory and safety services
- Aviation safety authorities



#### **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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