



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

SUMMARY ACCREDITATION REPORT

**HONG KONG NANG YAN COLLEGE
OF HIGHER EDUCATION**

COMBINED PROGRAMME VALIDATION

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) IN MARKETING**

AND

**BACHELOR OF ARTS (HONOURS) IN ENGLISH
FOR PROFESSIONAL AND INTERCULTURAL
COMMUNICATION**

AUGUST 2014

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 Hong Kong Nang Yan College of Higher Education (the College) was established in 2012 by the Hong Kong Buddhist Sangha Association (HKBSA), a registered company limited by guarantee under the Companies Ordinance (Cap. 32). The College commissioned the HKCAAVQ (a) to conduct an Institutional Review in March 2013 for the purpose of seeking registration as a post secondary college under the Post Secondary Colleges Ordinance (Cap. 320); and (b) to conduct validation of its first two bachelor degree programmes, namely the Bachelor of Business Administration (Honours) in Accounting and the Bachelor of Arts (Honours) in Chinese, in May 2013. The College has been registered as a post secondary college since April 2014. Its first two bachelor degree programmes were also approved by the Chief Executive in Council in April 2014.
- 1.2 Based on the service agreement, the HKCAAVQ was commissioned by the College to conduct a combined programme validation exercise with the following Terms of Reference:
 - (a) To determine whether the Bachelor of Business Administration (Honours) in Marketing and the Bachelor of Arts (Honours) in English for Professional and Intercultural Communication programmes of Hong Kong Nang Yan College of Higher Education meet the stated objectives and Qualifications Framework (QF) standard and can be offered as accredited programmes from the 2015/16 academic year; and
 - (b) To submit to Hong Kong Nang Yan College of Higher Education an accreditation report covering the named Programmes setting out the HKCAAVQ's determination in relation to (a) above.
- 1.3 An on-site visit took place on 17 to 18 June 2014.

2. HKCAAVQ's Accreditation Determination

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

2.1 Programme Validation

Approval

Name of Operator	Hong Kong Nang Yan College of Higher Education 香港能仁專上學院	
Name of Award Granting Body	Hong Kong Nang Yan College of Higher Education 香港能仁專上學院	
Title of Learning Programme	Bachelor of Business Administration (Honours) in Marketing Programme 市場營銷（榮譽）工商管理學士學位課程	Bachelor of Arts (Honours) in English for Professional and Intercultural Communication Programme 專業及跨文化傳意英文（榮譽）文學士課程
Title of Qualification (exit award)	Bachelor of Business Administration (Honours) in Marketing 市場營銷（榮譽）工商管理學士	Bachelor of Arts (Honours) in English for Professional and Intercultural Communication 專業及跨文化傳意英文（榮譽）文學士
Primary Area of Study / Training	Business & Management, General	Languages, Translation & Literature
Other Area of Study / Training	Not applicable	
QF Level	Level 5	
QF Credit	Not applicable	
Mode of Delivery and Programme Length	Full-time, 4 years	
Start date of Validity Period	1 September 2015	
End date of Validity Period	31 August 2020	
Number of Enrolments	One enrolment per year	
Maximum Number of New Students	Year 1 Entry – 60 per year Year 3 Entry – 20 per year	

Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venues	1. 325-329 Lai Chi Kok Road, Shamshuipo, Kowloon 2. 176-178 Yee Kuk Street, Shamshuipo, Kowloon

2.1.1 Requirements

Bachelor of Business Administration (Honours) in Marketing (BBA-MKT) and Bachelor of Arts (Honours) in English for Professional and Intercultural Communication (BA-EPIC)

- (a) The College is to provide a report on the implementation of its staffing plan, to ensure that it has adequate teaching staff with the qualities, competence, qualifications and experience necessary for effective delivery of the programmes. The College is to submit a report on the fulfilment of the above requirement to the HKCAAVQ **on or before 31 August 2017**.

BA-EPIC

- (b) The College is to provide evidence to demonstrate that it has adequate support staff with qualities, competence, qualifications and experience necessary for supporting the *Immersion and Capstone Project* to be launched in September 2016. The College is to submit a report on the fulfilment of the above requirement to the HKCAAVQ **on or before 31 July 2016**.

2.1.2 Recommendations

BBA-MKT and BA-EPIC

- (a) The College should establish performance indicators within the QA system for monitoring purposes.
- (b) The College should review its capacity to maintain and expand effective student support services as the student population grows.
- (c) The College should explore opportunities for, and prepare for challenges arising from, increasing student engagement in the local community.

BA-EPIC

- (d) The College should articulate clearly in the intended learning outcomes of the relevant courses the competencies and language skills required.
- (e) The College should review the content of linguistics courses to achieve better integration between theory and practice.
- (f) The College should consider incorporating home stay in the *Immersion and Capstone Project*.
- (g) The College should develop a succession plan for academic leadership.

3. Programme Details

The following are the programme information provided by the operator.

3.1 Programme Objectives

BBA-MKT

- Develop independent learning skills for life;
- Think analytically, creatively and critically, solve problems and take ethical decisions;
- Communicate effectively in English and Chinese in bi-literate and trilingual environments;
- Work independently and in a team with effective social and interpersonal skills;
- Be aware of local, national and global social, economic, cultural and governmental issues;
- Use information technology effectively for communication, learning and business-related purposes;
- Understand and use quantitative methods for business-related purposes;

- Have a solid foundation of business knowledge and be able to put the knowledge into practice;
- Have theoretical knowledge and expertise in Marketing; and
- Meet the challenges and requirements of the business workplace at a professional level in the HKSAR.

BA-EPIC

- Develop an advanced knowledge of the English Language and the ability to use it accurately and appropriately;
- Apply English Language knowledge and skills effectively in professional settings;
- Use English effectively as a language of study for lifelong learning to meet the demands of an ever-changing world;
- Communicate effectively in intercultural settings in which English is a lingua franca, and demonstrate an appreciation of cultural artefacts in English;
- Demonstrate an understanding of social, economic, cultural and governmental organisations and issues at local, national, international and global levels;
- Think analytically, creatively and critically, solve problems and take ethical decisions at both the personal and group levels; and
- Understand the role of science and technology in the modern world and use I.T effectively for communication, learning and professional purposes.

3.2 Programme Intended Learning Outcomes

BBA-MKT

- Demonstrate responsibility and effectiveness in self-directed learning and problem-solving, in planning and conducting investigations into issues, in critically analysing and evaluating the information provided, and in sharing or presenting findings to a range of audiences;

- Show critical thinking and creativity in solving familiar and unfamiliar problems, formulating evidence-based responses and meeting any specified standards required;
- Demonstrate the ability to read and listen to extended information, organise the information provided coherently, convey the ideas, which may be complex, in speaking and writing effectively, and create opportunities for others to contribute;
- Demonstrate the ability to work with others in a group and to accept responsibility and accountability for the outcomes of the group;
- Have a good understanding of local, national and global social, economic, cultural and political issues;
- Use information technology and applications effectively for learning, problem-solving and creative activity, and to support effective communication;
- Apply quantitative methods in analysing business and economic data with advanced and specialised skills to support business decision making and convey quantitative ideas in a well-structured form;
- Demonstrate knowledge of legal and ethical principles underlying the conduct of business, and the ability to discuss legal and ethical issues as they arise;
- Show a solid theoretical foundation in marketing as a basis for the pursuit of lifelong learning; and
- Demonstrate mastery of the technical competencies required at professional level to prepare for a career in the business sector.

BA-EPIC

- Demonstrate responsibility and effectiveness in self-directed learning and problem-solving, in planning and conducting investigations into issues, in critically analysing and evaluating the information provided, and in the sharing or presentation of findings to a range of audiences;
- Show critical thinking and creativity in solving familiar and unfamiliar problems, formulating evidence-based responses and meeting any specified standards required;

- Demonstrate the ability to read and listen to extended information, organise the information provided coherently, convey the ideas, which may be complex, in speaking and writing effectively, and create opportunities for others to contribute;
- Demonstrate the ability to work with others in a group and accept responsibility and accountability for the outcomes of the group;
- Have a good understanding of local, national, international and global social, economic, cultural and governmental issues;
- Use information technology and applications effectively for learning, problem-solving and creative activity, and to support effective communication;
- Demonstrate an advanced knowledge of English and the ability to use it accurately and appropriately;
- Apply English knowledge and skills effectively in professional settings; and
- Demonstrate intercultural communicative competence in English and the ability to appreciate cultural artefacts in English.

3.3 Programme Structure

BBA-MKT

Component		Number of Credits				No. of Courses	Total Credits	
		Year 1	Year 2	Year 3	Year 4		No.	%
General Education (GE)	GE Core	18	18	-	-	12	36	30%
	GE Elective	-	-	6	6	6	12	10%
Specialist Study (SS)	Business Core	12	12	9	3	12	36	30%
	Marketing Core	-	-	12	12	8	24	20%
	Business Elective	-	-	3	9	4	12	10%
Total		60 (50%)		60 (50%)		42	120 (100%)	

BA-EPIC

Component		Number of Credits				No. of Courses	Total Credits	
		Year 1	Year 2	Year 3	Year 4		No.	%
General Education (GE)	GE Core	18	18	-	-	12	36	30%
	GE Elective	-	-	6	6	6	12	10%
Specialist Study (SS)	AELSP Core	6	6	3	-	5	15	15%
	AELSP Elective	-	-	-	3	1	3	
	EFP Core	3	3	9	-	5	15	17.5%
	EFP Elective	-	-	3	3	2	6	
	IC Core	3	3	9	-	5	15	15%
	IC Elective	-	-	-	3	1	3	
	IECP Core	-	-	-	15	2	15	12.5%
Total		60 (50%)		60 (50%)		39	120 (100%)	

Remarks: AELSP - Advanced English Language Studies and Practice
 EFP - English for the Professions
 IC - Intercultural Communication
 IECP - Immersion Experience and Capstone Project

3.4 Graduation Requirements

- To meet graduation requirements, students are required to complete and pass at least 120 credits, and with an overall GPA of 2.0 or above across all courses taken.

3.5 Admission Requirements

Local Qualification	Non-local Qualification
<u>Year 1 Entry</u>	
<p>(a) HKDSE</p> <ul style="list-style-type: none"> ◆ Level 3 in English Language and Chinese Language; and ◆ Level 2 in Mathematics and Liberal Studies plus one elective/Applied Learning subject at Level 2 <p>(b) HKALE</p> <ul style="list-style-type: none"> ◆ Grade E in AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE; and ◆ 5 passes in HKCEE including English Language and Chinese Language <p>(c) Associate Degree in a discipline not relevant to the programme</p> <ul style="list-style-type: none"> ◆ Completion at GPA 2.0; and ◆ Overall course grades in English and in Chinese of GPA 2.0 <p>(d) Pre-Associate or University Foundation Diploma or equivalent</p> <ul style="list-style-type: none"> ◆ Completion with a Credit level <p>(e) International Baccalaureate (IB) Diploma</p> <ul style="list-style-type: none"> ◆ 28 points with Grade 4 in English at Standard Level or Higher Level in Syllabus (A1, A2 or B) <p>(f) Completion of first year of Associate Degree/Higher Diploma</p> <ul style="list-style-type: none"> ◆ Cumulative GPA of 2.5 <p>(g) Mature applicants</p> <ul style="list-style-type: none"> ◆ Aged 21 with relevant work experience and some academic background 	<p>(a) Mainland (National Joint College Entrance Examination)</p> <ul style="list-style-type: none"> ◆ Meeting the 2nd cut-off line of respective province for admission to mainland key universities; and ◆ A score of 100 out of 150 in English Language <p>(b) Other non-local qualifications</p> <ul style="list-style-type: none"> ◆ Other equivalent qualifications that meets the admission requirements of a degree programme approved by the Academic Regulations Committee
<u>Year 3 entry</u>	
Overall Credit level in an AD Programme or Higher Diploma	Other equivalent qualifications approved by the Academic Regulations Committee
<p><u>Notes</u></p> <ol style="list-style-type: none"> 1. Applicants who do not meet the language requirements are required to sit for the College's English and/or Chinese Admission Test pitched at QF Level 4, and obtain a pass (50% or more). 2. The ceiling of mature students is set at 15% per intake. 3. The ceiling of mainland students is set at 10% per intake. 4. The ceiling of non-standard entry is set at 5% of the total student intake in each of the programmes. 	

3.6 Graduate Profile

- Please refer to Appendix 1 for BBA-MKT and Appendix 2 for BA-EPIC.

4. Substantial Change

- 4.1 Maintenance of the HKCAAVQ accreditation status during the validity period is subject to no substantial change being made without prior approval from the HKCAAVQ.

5. Qualifications Register

- 5.1 Qualifications accredited by the 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 are admitted to the named accredited learning programme during the validity period and who have graduated with the named qualification uploaded in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 14/99

File Reference: 71/11/01 & 71/12/01

Graduate Profile of Bachelor of Business Administration (Honours) in Marketing

Qualification Title	Bachelor of Business Administration (Honours) in Marketing 市場營銷(榮譽)工商管理學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Business & Management, General
Programme Objectives	<p>The Programme Objectives are to enable students to:</p> <ol style="list-style-type: none"> 1. develop independent learning skills for life; 2. think analytically, creatively and critically, solve problems and take ethical decisions; 3. communicate effectively in English and Chinese in bi-literate and trilingual environments; 4. work independently and in a team with effective social and interpersonal skills; 5. be aware of local, national and global social, economic, cultural and governmental issues; 6. use information technology effectively for communication, learning and business-related purposes; 7. understand and use quantitative methods for business-related purposes; 8. have a solid foundation of business knowledge and be able to put the knowledge into practice; 9. have theoretical knowledge and expertise in Marketing; and 10. meet the challenges and requirements of the business workplace at a professional level in the HKSAR.
Programme Intended Learning Outcomes	<p>Upon completion of the Programme, students should be able to:</p> <ol style="list-style-type: none"> 1. demonstrate responsibility and effectiveness in self-directed learning and problem-solving, in planning and conducting investigations into issues, in critically analysing and evaluating the information provided, and in sharing or presenting findings to a range of audiences; 2. show critical thinking and creativity in solving familiar and unfamiliar problems, formulating evidence-based responses and meeting any specified standards required; 3. demonstrate the ability to read and listen to extended information, organise the information provided coherently, convey the ideas, which may be complex, in speaking and writing effectively, and create opportunities for others to contribute; 4. demonstrate the ability to work with others in a group and to accept responsibility and accountability for the outcomes of the group; 5. have a good understanding of local, national and global social, economic, cultural and political issues; 6. use information technology and applications effectively for learning, problem-solving and creative activity, and to support effective communication;

	<ol style="list-style-type: none"> 7. apply quantitative methods in analysing business and economic data with advanced and specialised skills to support business decision making and convey quantitative ideas in a well-structured form; 8. demonstrate knowledge of legal and ethical principles underlying the conduct of business, and the ability to discuss legal and ethical issues as they arise; 9. show a solid theoretical foundation in marketing as a basis for the pursuit of lifelong learning; and 10. demonstrate mastery of the technical competencies required at professional level to prepare for a career in the business sector.
Education Pathways	Graduates of the programme will be prepared to undertake postgraduate study, for example a Master of Business Administration or Master of Science in Marketing.
Employment Pathways	<p>Graduates with a BBA (Hons) in Marketing qualification could obtain employment in the following posts:</p> <ul style="list-style-type: none"> ◆ Marketing Executive ◆ Marketing Officer ◆ Marketing Analyst ◆ Marketing Manager ◆ Business Development Manager ◆ Communication Officer ◆ Customer Services Executive ◆ Event Coordinator ◆ Public Relations Executive ◆ Sales Engineer
Minimum Admission Requirements	<p><u>Year 1 Entry</u> Local Qualification</p> <ol style="list-style-type: none"> (a) HKDSE <ul style="list-style-type: none"> ◆ Level 3 in English Language and Chinese Language; and ◆ Level 2 in Mathematics and Liberal Studies plus one elective/ Applied Learning subject at Level 2 (b) HKALE <ul style="list-style-type: none"> ◆ Grade E in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE; and ◆ 5 passes in HKCEE including English Language and Chinese Language (c) Associate Degree in a discipline not relevant to the programme <ul style="list-style-type: none"> ◆ Completion at GPA 2.0; and ◆ Overall course grades in English and in Chinese of GPA 2.0 (d) Pre-Associate or University Foundation Diploma or equivalent <ul style="list-style-type: none"> ◆ Completion with a Credit level (e) International Baccalaureate (IB) Diploma <ul style="list-style-type: none"> ◆ 28 points with Grade 4 in English at Standard Level or Higher Level in Syllabus (A1, A2 or B) (f) Completion of first year of Associate Degree/ Higher Diploma <ul style="list-style-type: none"> ◆ Cumulative GPA of 2.5

	<p>(g) Mature applicants</p> <ul style="list-style-type: none"> ◆ Aged 21 with relevant work experience and some academic background <p>Non-local Qualification</p> <p>(a) Mainland (National Joint College Entrance Examination)</p> <ul style="list-style-type: none"> ◆ Meeting the 2nd cut-off line of respective province for admission to mainland key universities; and ◆ A score of 100 out of 150 in English Language <p>(b) Other non-local qualifications</p> <ul style="list-style-type: none"> ◆ Other equivalent qualifications that meets the admission requirements of a degree programme approved by the Academic Regulations Committee <p><u>Year 3 Entry</u></p> <p>Local Qualification</p> <p>(a) Overall Credit level in an AD Programme or Higher Diploma</p> <p>Non-local Qualification</p> <p>(a) Other equivalent qualifications approved by the Academic Regulations Committee</p>
Operator	<p>Hong Kong Nang Yan College of Higher Education 香港能仁專上學院</p>

**Graduate Profile of Bachelor of Business Administration (Honours) in
English for Professional and Intercultural Communication**

Qualification Title	Bachelor of Arts (Honours) in English for Professional and Intercultural Communication 專業及跨文化傳意英文(榮譽)文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Languages, Translation & Literature
Programme Objectives	<p>The Programme Objectives are to enable students to:</p> <ol style="list-style-type: none"> 1. develop an advanced knowledge of the English Language and the ability to use it accurately and appropriately; 2. apply English Language knowledge and skills effectively in professional settings; 3. use English effectively as a language of study for lifelong learning to meet the demands of an ever-changing world; 4. communicate effectively in intercultural settings in which English is a lingua franca, and demonstrate an appreciation of cultural artefacts in English; 5. demonstrate an understanding of social, economic, cultural and governmental organisations and issues at local, national, international and global levels; 6. think analytically, creatively and critically, solve problems and take ethical decisions at both the personal and group levels; 7. understand the role of science and technology in the modern world and use I.T effectively for communication, learning and professional purposes.
Programme Intended Learning Outcomes	<p>Upon completion of the Programme, students should be able to:</p> <ol style="list-style-type: none"> 1. demonstrate responsibility and effectiveness in self-directed learning and problem-solving, in planning and conducting investigations into issues, in critically analysing and evaluating the information provided, and in the sharing or presentation of findings to a range of audiences; 2. show critical thinking and creativity in solving familiar and unfamiliar problems, formulating evidence-based responses and meeting any specified standards required; 3. demonstrate the ability to read and listen to extended information, organise the information provided coherently, convey the ideas, which may be complex, in speaking and writing effectively, and create opportunities for others to contribute; 4. demonstrate the ability to work with others in a group and accept responsibility and accountability for the outcomes of the group; 5. have a good understanding of local, national, international and global social, economic, cultural and governmental issues; 6. use information technology and applications effectively for learning, problem-solving and creative activity, and to support effective communication;

	<p>7. demonstrate an advanced knowledge of English and the ability to use it accurately and appropriately;</p> <p>8. apply English knowledge and skills effectively in professional settings;</p> <p>9. demonstrate intercultural communicative competence in English and the ability to appreciate cultural artefacts in English.</p>
Education Pathways	The programme provides the knowledge and skills for graduates to progress to QF Level 6 in terms of undertaking an MA in English Language Studies, Applied Linguistics or Education.
Employment Pathways	<p>Graduates with a BA-EPIC qualification could obtain employment in the following posts:</p> <ul style="list-style-type: none"> ◆ Administrator ◆ Editor ◆ Public Relations Executive ◆ Customer Service Officer ◆ Marketing and Communication Executive ◆ Human Resources Officer ◆ A Language Trainer
Minimum Admission Requirements	<p><u>Year 1 Entry</u></p> <p>Local Qualification</p> <p>(a) HKDSE</p> <ul style="list-style-type: none"> ◆ Level 3 in English Language and Chinese Language; and ◆ Level 2 in Mathematics and Liberal Studies plus one elective/ Applied Learning subject at Level 2 <p>(b) HKALE</p> <ul style="list-style-type: none"> ◆ Grade E in AS Use of English and AS Chinese Language and Culture plus one AL subject/ two AS subjects in HKALE; and ◆ 5 passes in HKCEE including English Language and Chinese Language <p>(c) Associate Degree in a discipline not relevant to the programme</p> <ul style="list-style-type: none"> ◆ Completion at GPA 2.0; and ◆ Overall course grades in English and in Chinese of GPA 2.0 <p>(d) Pre-Associate or University Foundation Diploma or equivalent</p> <ul style="list-style-type: none"> ◆ Completion with a Credit level <p>(e) International Baccalaureate (IB) Diploma</p> <ul style="list-style-type: none"> ◆ 28 points with Grade 4 in English at Standard Level or Higher Level in Syllabus (A1, A2 or B) <p>(f) Completion of first year of Associate Degree/ Higher Diploma</p> <ul style="list-style-type: none"> ◆ Cumulative GPA of 2.5 <p>(g) Mature applicants</p> <ul style="list-style-type: none"> ◆ Aged 21 with relevant work experience and some academic background <p>Non-local Qualification</p> <p>(a) Mainland (National Joint College Entrance Examination)</p> <ul style="list-style-type: none"> ◆ Meeting the 2nd cut-off line of respective province for admission to mainland key universities; and ◆ A score of 100 out of 150 in English Language

	<p>(b) Other non-local qualifications</p> <ul style="list-style-type: none"> ◆ Other equivalent qualifications that meets the admission requirements of a degree programme approved by the Academic Regulations Committee <p><u>Year 3 Entry</u></p> <p>Local Qualification</p> <p>(a) Overall Credit level in an AD Programme or Higher Diploma</p> <p>Non-local Qualification</p> <p>(a) Other equivalent qualifications approved by the Academic Regulations Committee</p>
Operator	<p>Hong Kong Nang Yan College of Higher Education 香港能仁專上學院</p>