



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

SUMMARY ACCREDITATION REPORT

HANG SENG MANAGEMENT COLLEGE

PROGRAMME VALIDATION

BACHELOR OF ARTS (HONOURS) IN CHINESE

APRIL 2015

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 2010, Hang Seng Management College is a degree-awarding institution successfully registered under the Post Secondary Colleges Ordinance (Cap 320). It now offers a total of 10 degree programmes and one associate degree programme accredited by the HKCAAVQ.
- 1.2 Based on the Service Agreement, the HKCAAVQ was commissioned by the Hang Seng Management College (the College) to conduct a programme validation exercise with the following Terms of Reference:
- (a) To determine whether the Bachelor of Arts (Honours) in Chinese Programme offered by the Hang Seng Management College meets the stated objectives and Qualifications Framework (QF) standard and can be offered as an accredited programme from the 2015/16 academic year; and
 - (b) To issue to the College an accreditation report setting out the HKCAAVQ's determination in relation to (a) above.
- 1.3 A site visit took place on 4-5 February 2015.

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 Programme Validation

- Approval

Name of Operator	Hang Seng Management College 恒生管理學院
Name of Award Granting Body	Hang Seng Management College 恒生管理學院
Title of Learning Programme	Bachelor of Arts (Honours) in Chinese Programme 中文(榮譽)文學士課程
Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in Chinese 中文(榮譽)文學士
Primary Area of Study / Training	Languages, Translation and 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 – 40 per year
Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Address of Teaching Venue	Hang Shin Link, Siu Lek Yuen, Shatin, New Territories

2.1.1 Requirement

- (a) The College is to incorporate the inter-disciplinary and multi-disciplinary knowledge in the *Major* modules of Year 2 to Year 4 of its choice in order to achieve the programme intended learning outcome that expects graduates to learn independently, and address professional and personal challenges using the inter-disciplinary and multi-disciplinary knowledge acquired.
- (b) The College is to submit a report to the HKCAAVQ on the fulfilment of the above requirement **on or before 31 March 2016**.

2.1.2 Recommendations

- (a) The College should inform students in advance in writing of the exact medium of instruction before students are required to select elective modules.
- (b) The College should revise its quality assurance policy to include the process of review by the Internal Validation Panel which is currently in place in the College.
- (c) The College should review the GPA requirement to allow more students to participate in *Internship*.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

- To encourage students to think independently and creatively, and to become autonomous learners for life-long learning through incorporating multi-disciplinary elements;
- To equip students with interpersonal and communication skills in preparation for them to take up leading roles in their careers;
- To nurture students into upright citizens who are ready to shoulder responsibilities for their profession and society;
- To encourage students to concern themselves with global issues and to appreciate the refined elements of local culture, through which they can apply their knowledge to the proper context;

- To teach students comprehensive and practical skills about language so as to enhance their language abilities and boost their confidence;
- To increase their cultural literacy through consolidating their knowledge of Chinese language and literature; and
- To equip students with analytical and problem-solving skills and guide them in exploring their creativity, through which they will become competent in pursuing an academic path or a career related to language and creation.

3.2 Programme Intended Learning Outcomes

- manage to learn independently, and address professional and personal challenges using the inter-disciplinary and multi-disciplinary knowledge acquired;
- possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaboration;
- evaluate own contributions and responsibilities in becoming responsible employees and leaders;
- possess broad horizons, develop an informed understanding of Chinese and Western cultures, and be investigative about various global issues and developments related to business, politics, cultures, society, science and technology;
- command good Chinese writing skills, and communicate and collaborate with others with fluent Cantonese, Mandarin and good English in the trilingual society;
- command the knowledge and theories of Chinese language, literature and cultures, and apply them in their daily life, work, and relevant academic research; and
- cultivate innovative thinking, aesthetic appreciation of arts, analytical and problem-solving skills with knowledge and theories of Chinese language, literature and cultures.

3.3 Programme Structure

	Components	Number of Credits					Percentage
		Year 1	Year 2	Year 3	Year 4	Total	
a)	Major					75	62.5%
	- Core modules	15	18	6	6	45	37.5%
	- Elective modules including 2 common business modules	-	30			30	25%
b)	Common Core	15	9	9	3	36	30%
	- General Education	3	6	9	3	21	17.5%
	- English Language	6	3			9	7.5%
	- Quantitative Methods & IT Skills	6	-	-	-	6	5%
c)	Free Elective	-	3	3	3	9	7.5%
	Total	30	90			120	100%

3.4 Graduation Requirements

- completed and obtained a Grade D or above on at least 120 credits (40 modules), including all core modules;
- obtained a cumulative GPA of at least 2.0;
- fulfilled the College's English language competency exit requirement for Degree Students;
- attained Third Class Grade A in Putonghua Proficiency Test (Putonghua Shuiping Ceshi);
- passed the College's Information Technology Proficiency Test; and
- 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

Hong Kong Diploma of Secondary Education Examination

- Level 3 or above in Chinese Language and English Language; and Level 2 or above in Mathematics, Liberal Studies and one other subject.

Hong Kong Advanced Level Examination

- Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects; and 5 passes in HKCEE including Chinese Language, English Language and Mathematics.

International Baccalaureate (IB) Diploma Programme

- 24 points (including 3 subjects at Higher Level and 3 at Standard Level, 12 points or above to be obtained from subjects at Higher Level); and subject of Chinese should be included.

Non-standard Entry Routes

- Apart from the admission requirements listed above, the College also considers applicants on a case-by-case basis through non-standard entry routes which include:
 - i. 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; and
 - ii. Admission on advanced standing, considered by the Advanced Standing Sub-Committee under the Admissions Committee.

Non-local Qualifications

- Applicants with non-local qualifications are considered on a case-by-case basis based on the minimum requirements as specified by the College.

3.6 Graduate Profile

- Please refer to Appendix.

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 HKCAAVQ.

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 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.: 15/131
File Reference: 56/14/01

Graduate Profile of Bachelor of Arts (Honours) in Chinese

Qualification Title	Bachelor of Arts (Honours) in Chinese 中文(榮譽)文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study / Training	Languages, Translation and Literature
Programme Objectives	<p>The following Programme Objectives are developed:</p> <ol style="list-style-type: none"> 1. To encourage students to think independently and creatively, and to become autonomous learners for life-long learning through incorporating multi-disciplinary elements; 2. To equip students with interpersonal and communication skills in preparation for them to take up leading roles in their careers; 3. To nurture students into upright citizens who are ready to shoulder responsibilities for their profession and society; 4. To encourage students to concern themselves with global issues and to appreciate the refined elements of local culture, through which they can apply their knowledge to the proper context; 5. To teach students comprehensive and practical skills about language so as to enhance their language abilities and boost their confidence, 6. To increase their cultural literacy through consolidating their knowledge of Chinese language and literature; and 7. To equip students with analytical and problem-solving skills and guide them in exploring their creativity, through which they will become competent in pursuing an academic path or a career related to language and creation.

<p>Programme Intended Learning Outcomes</p>	<p>Upon completion of the Programme, graduates will be able to:</p> <ol style="list-style-type: none"> 1. manage to learn independently, and address professional and personal challenges using the interdisciplinary and multi-disciplinary knowledge acquired, 2. possess effective social and interpersonal skills to work with others, and establish and manage good relationships to enhance individual and team collaboration; 3. evaluate own contributions and responsibilities in becoming responsible employees and leaders; 4. possess broad horizons, develop an informed understanding of Chinese and Western cultures, and be investigative about various global issues and developments related to business, politics, cultures, society, science and technology; 5. command good Chinese writing skills, and communicate and collaborate with others with fluent Cantonese, Mandarin and good English in the trilingual society; 6. command the knowledge and theories of Chinese language, literature and cultures, and apply them in their daily life, work, and relevant academic research; and 7. cultivate innovative thinking, aesthetic appreciation of arts, analytical and problem-solving skills with knowledge and theories of Chinese language, literature and cultures.
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Education Pathways	<p>The programme provides the knowledge and skills for graduates to progress to the following postgraduate programmes:</p> <ul style="list-style-type: none"> ▪ Postgraduate Certificate in Chinese Studies for Language Teaching ▪ Postgraduate Diploma in Chinese ▪ Postgraduate Diploma in Education ▪ Master of Arts in Chinese Language and Literature ▪ Master of Arts in Teaching Chinese as an International Language ▪ Master of Education
Employment Pathways	<p>Graduates could obtain employment in the following posts:</p> <p>Cultural: managers of cultural units, assistant editors of newspapers, editors of publishing companies, columnists, library consultants, and lyricists</p> <p>Administrative: civil servants, administrative assistants of schools or companies</p> <p>Educational: teachers at primary or secondary schools after obtaining the Postgraduate Diploma in Education</p> <p>Business: administrative officers for banks, property companies, securities investment and trading companies</p> <p>Public relations: officers for public relations</p> <p>Mass media: scriptwriters, journalists, news reporters, and advertisement designers</p> <p>Social service: assistants for recreational and cultural affairs, as well as for members of legislative units</p>
Minimum Admission Requirements	<p>The minimum admission requirements for Year 1 on standard entry (Normal Entry) are summarized as follows:</p> <p><u>A. Hong Kong Diploma of Secondary Education Examination</u></p> <ul style="list-style-type: none"> ▪ Level 3 or above in Chinese Language and English Language; and ▪ Level 2 or above in Mathematics, Liberal Studies and one other subject.

	<p><u>B. Hong Kong Advanced Level Examination</u></p> <ul style="list-style-type: none"> ▪ Pass grades in Chinese Language & Culture and Use of English plus 1 AL or 2 ASL subjects; and ▪ 5 passes in HKCEE including Chinese Language, English Language and Mathematics. <p><u>C. International Baccalaureate (IB) Diploma Programme</u></p> <p>24 points (including 3 subjects at Higher Level and 3 at Standard Level, 12 points or above to be obtained from subjects at Higher Level); Subject of Chinese should be included.</p> <p>Apart from the admission requirements listed above, the College also considers applicants on a case-by-case basis through non-standard entry routes which include:</p> <ul style="list-style-type: none"> ▪ 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; and ▪ Admission on advanced standing, considered by the Advanced Standing Sub-Committee under Admissions Committee. <p>Applicants with non-local qualifications are considered on a case-by-case basis based on the minimum requirements as specified by the College.</p>
Operator	<p>Hang Seng Management College 恒生管理學院</p>