



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

## **SUMMARY ACCREDITATION REPORT**

**GRATIA CHRISTIAN COLLEGE**

**PROGRAMME VALIDATION**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) IN SERVICE MARKETING AND  
MANAGEMENT**

**FEBRUARY 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 The legal entity of the Gratia Christian College, Gratia Christian College Limited (GCCL), was registered under the Companies Ordinance Cap. 32 as a non-profit making company limited by guarantee on 20 December 2013. GCCL has decided to establish and seek registration of the College under the Post Secondary Colleges Ordinance (Cap. 320) to offer HKCAAVQ-accredited bachelor's degree programmes. To this end, the College commissioned HKCAAVQ to conduct an Institutional Review (IR) in November 2014 for the purpose of seeking registration as a Post Secondary College under Cap. 320.

1.2 Based on the Service Agreement, HKCAAVQ was commissioned by the Gratia Christian College (the College) to conduct a programme validation exercise with the following Terms of Reference:

(a) To determine whether the Bachelor of Business Administration (Honours) in Service Marketing and Management Programme of the College meets the stated objectives and Qualifications Framework (QF) standard and can be offered as 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 16 to 17 December 2014.

## **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

<b>Name of Operator</b>	Gratia Christian College 宏恩基督教書院*
<b>Name of Award Granting Body</b>	Gratia Christian College 宏恩基督教書院*
<b>Title of Learning Programme</b>	Bachelor of Business Administration (Honours) in Service Marketing and Management Programme 工商管理榮譽學士（服務營銷及管理）課程
<b>Title of Qualification (exit award)</b>	Bachelor of Business Administration (Honours) in Service Marketing and Management 工商管理榮譽學士（服務營銷及管理）
<b>Primary Area of Study / Training</b>	Business and Management
<b>Other Area of Study / Training</b>	Not applicable
<b>QF Level</b>	Level 5
<b>QF Credit</b>	Not applicable
<b>Mode of Delivery and Programme Length</b>	Full-time, 4 years
<b>Start date of Validity Period</b>	1 September 2015
<b>End date of Validity Period</b>	31 August 2020
<b>Number of Enrolments</b>	One enrolment per year
<b>Maximum Number of New Students</b>	Year 1 Entry – 60 per year
<b>Specification of Competency Standards Based Programme</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Address of Teaching Venues</b>	5 Wai Chi Street, Shek Kip Mei, Kowloon, Hong Kong

\*The Chinese name of the College 宏恩基督教書院 was changed to 宏恩基督教學院 which was registered as an Approved Post Secondary College under the Post Secondary Colleges Ordinance (Cap. 320) in July 2015.

### 2.1.1 Requirement

The College is required to submit an annual report by 1 August each year on the progress of the implementation of its proposed plans for staffing (including staff profile and recruitment), student support and quality assurance for the first three years after programme commencement.

### 2.1.2 Recommendations

- (a) The College should include more advanced courses that make up the compulsory major and should increase the service management representation in the *Major Required Courses*.
- (b) The College should establish a formal industry panel not only to help ensure the relevance of programme content in an ever evolving discipline but also to provide opportunities for guest lectures on areas of expertise not covered by departmental staff.

## 3. Programme Details

The following programme information is provided by the operator.

### 3.1 Programme Objectives

- To develop academically and spiritually, discover complementation between knowledge and faith, think critically with clarity, act professionally with integrity, and work in teams effectively with humility;
- To be servant leaders to exemplify the “CHRIST” values in the service industry and business sector;
- To equip with the most updated theories, knowledge and skills to be competent professionals in working environment; and
- To making significant contributions to the service industry in Hong Kong.

### 3.2 Programme Intended Learning Outcomes (PILOs)

There are 12 PILOs, six “To do” and six “To be” PILOs.

The “To do” PILOs will enable graduates to:

- establish a solid foundation of theoretical knowledge of Marketing and Management and to generate ideas through application of the knowledge and analysis of abstract information and concepts;
- apply a wide range of knowledge and specialized technical, creative and conceptual skills to solve business problems and perform tasks in the service industry or business sector;
- communicate effectively through writing, presentation or discussion in English and Chinese tasks in the service industry or business environment;
- use information technology effectively for acquiring, learning, communicating and handling business related issues;
- critically analyse, evaluate and synthesise data, information, ideas, concepts and issues related to psychological research and/or practice; and
- be adequately prepared to pursue postgraduate training or chosen careers that require Service Marketing and Management knowledge.

The “To be” PILOs will enable graduates to become:

- knowledgeable persons who integrate the “CHRIST” values and faith in the working environment;
- valuable citizens of society who have a good understanding of the world, of the communities and cultures in which they may live or work, and of current global issues of importance;
- competent professionals who take up careers in the service industry or business sector with good social, communication and interpersonal skills;
- problem-solvers who have a broad base of general knowledge and solve problems with creativity and innovation;
- life-long learners who have the expertise and skills in gaining knowledge related to and beyond their profession; and
- servant leaders who apply the principles of servant leadership to contribute to the well-being of the world with Christian love.

### 3.3 Programme Structure

Year				Components	Credits
1	2	3	4		
←————→				<i>Foundation Courses</i>	45 (35.7%)
	←————→			<i>Major Courses</i>	27 (21.4%)
			↔	<i>Integration Courses</i>	9 (7.2%)
←————→				<i>General Education Courses</i>	45 (35.7%)
<b>Total (4 years)</b>					<b>126 (100.0%)</b>

### 3.4 Graduation Requirements

- Study, complete and be assessed in at least 126 credits;
- Obtain an overall GPA of 2.0 or above across all courses in which they are assessed; and
- Obtain a Grade D or better on at least 120 credits, including all required courses.

### 3.5 Admission Requirements

- Attain Level 3 in English Language and Chinese Language, Level 2 in Mathematics, Liberal Studies and one elective subject in the Hong Kong Diploma of Secondary Education (HKDSE); or
- Have other equivalent qualifications; and
- Be mature applicants aged 21 or above with relevant work experience or academic background; and
- Pass the admission interview for all categories of entrants.

Discretionary places might be given to applicants with recommendation from his/her secondary school principal and/or outstanding performance in non-academic areas such as sports, music, arts and social service. The number of mature and discretionary places is capped at 3% and 5% respectively of the actual intake of a programme.

### 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.: 15/12  
File Reference: 106/03/01

**Graduate Profile of Bachelor of Business Administration (Honours)  
in Service Marketing and Management**

<b>Qualification Title</b>	Bachelor of Business Administration (Honours) in Service Marketing and Management 工商管理榮譽學士（服務營銷及管理）
<b>Qualification Type</b>	Bachelor Degree
<b>QF Level</b>	5
<b>Primary Area of Study / Training</b>	Business and Management
<b>Other Area of Study / Training</b>	Not applicable
<b>Programme Objectives</b>	<p>Programme objectives of the BBA (SMM) (Hons) Programme are as follows:</p> <ul style="list-style-type: none"> <li>a) Students are inspired to develop academically and spiritually, discover complementation between knowledge and faith, think critically with clarity, act professionally with integrity, and work in teams effectively with humility.</li> <li>b) They are nurtured to be servant leaders to exemplify the “CHRIST” values in the service industry and business sector.</li> <li>c) They are equipped with the most updated theories, knowledge and skills to be competent professionals in their working environment.</li> <li>d) Through integrating the knowledge and skills gained and the servant leadership developed from this Programme, graduates are committed to making significant contributions to the service industry in Hong Kong.</li> </ul>
<b>Programme Intended Learning Outcomes</b>	<p>There are 12 PILOs, including six “To do” and six “To be”. <u>“To do” PILOs</u></p> <p>Graduates will be able to:</p> <ul style="list-style-type: none"> <li>a) establish a solid foundation of theoretical knowledge of Marketing and Management and to generate ideas through application of the knowledge and analysis of abstract information and concepts;</li> <li>b) apply a wide range of knowledge and specialized technical, creative and conceptual skills to solve business problems and perform tasks in the service</li> </ul>



	<p>industry or business sector;</p> <p>c) communicate effectively through writing, presentation or discussion in English and Chinese tasks in the service industry or business environment;</p> <p>d) use information technology effectively for acquiring, learning, communicating and handling business related issues;</p> <p>e) critically synthesize, analyze and evaluate data, information, issues, ideas and concepts; and</p> <p>f) be adequately prepared to pursue postgraduate training or chosen careers that require Service Marketing and Management knowledge.</p> <p><u>“To be” PILOs</u>  Graduates of the programme will become:</p> <p>a) knowledgeable persons who integrate the “CHRIST” values and faith in the working environment;</p> <p>b) valuable citizens of society who have a good understanding of the world, of the communities and cultures in which they may live or work, and of current global issues of importance;</p> <p>c) competent professionals who take up careers in the service industry or business sector with good social, communication and interpersonal skills;</p> <p>d) problem-solvers who have a broad base of general knowledge and solve problems with creativity and innovation;</p> <p>e) life-long learners who have the expertise and skills in gaining knowledge related to and beyond their profession; and</p> <p>f) servant leaders who apply the principles of servant leadership to contribute to the well-being of the world with Christian love.</p>
<b>Education Pathways</b>	The Programme will equip students with the knowledge, skills and academic qualifications for further study for graduate programmes related to business or management.
<b>Employment Pathways</b>	Graduates could obtain employment in: <p>a) Financial and Banking Service;</p> <p>b) Investment Management;</p> <p>c) Hotel and Tourism;</p> <p>d) Logistics and Transportation;</p> <p>e) Wholesale and Retail Trade;</p> <p>f) Management Consultancy;</p> <p>g) Internet Marketing; and</p> <p>h) Advertising Agency.</p>

<b>Minimum Admission Requirements</b>	<u>Year 1 Entry</u> a) HKDSE <ul style="list-style-type: none"> <li>◆ Level 3 in English Language and Chinese Language; and</li> <li>◆ Level 2 in Mathematics and Liberal Studies plus one other subject at Level 2; or</li> </ul> b) Have obtained an equivalent qualification; or c) Be mature applicants aged 21 or above with relevant work experience or academic background; and d) Pass the admission interview for all categories of entrants.
<b>Operator</b>	Gratia Christian College 宏恩基督教書院*

\*The Chinese name of the College 宏恩基督教書院 was changed to 宏恩基督教學院 which was registered as an Approved Post Secondary College under the Post Secondary Colleges Ordinance (Cap. 320) in July 2015.