



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

# **ACCREDITATION REPORT**

**HONG KONG CHU HAI COLLEGE**

**LEARNING PROGRAMME RE-ACCREDITATION**

**MASTER OF ARTS IN GLOBAL COMMUNICATION**

**MARCH 2023**

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## **1. TERMS OF REFERENCE**

1.1 Based on the Service Agreement (No.: AA832), the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) (Cap. 592), was commissioned by Chu Hai College of Higher Education to conduct a Learning Programme Re-accreditation with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine whether the Master of Arts in Global Communication Programme of the College meets the stated objectives and QF standard and can continue to be offered as an accredited programme; and
- (b) To issue to the College an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

## **2. HKCAAVQ'S DETERMINATION**

2.1 HKCAAVQ has determined that, subject to the fulfilment of the condition set out below, the Master of Arts in Global Communication (MA-GC) Programme meets the stated objectives and QF standard at Level 6 and can continue to be offered as an accredited programme with a validity period of three years.

### **2.2 Validity Period**

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date of the validity period. Applications will be considered on a case-by-case basis.

2.2.2 The maintenance of the accreditation status within the specified validity period is subject to the fulfilment of the requirement set out in Paragraph 2.4.1 by the specified deadline.

2.3 The determinations on the Programme are specified as follows:

<b>Name of Operator</b>	Hong Kong Chu Hai College* 香港珠海學院
<b>Name of Award Granting Body</b>	Hong Kong Chu Hai College* 香港珠海學院
<b>Title of Learning Programme</b>	Master of Arts in Global Communication Programme 環球傳播文學碩士課程
<b>Title of Qualification (Exit Award)</b>	Master of Arts in Global Communication 環球傳播文學碩士
<b>Primary Area of Study and Training</b>	Mass Media and Communications, Journalism and Public Relations
<b>Sub-area (Primary Area of Study and Training)</b>	Mass Media and Communications, Journalism and Public Relations
<b>Other Area of Study and Training</b>	Not applicable
<b>Sub-area (Other Area of Study and Training)</b>	Not applicable
<b>QF Level</b>	Level 6
<b>QF Credits</b>	108
<b>Mode of Delivery and Programme Length</b>	Full-time: 1 year Part-time: 2 years
<b>Intermediate Exit Award(s)</b>	Not applicable
<b>Start Date of Validity Period</b>	1 September 2023
<b>End Date of Validity Period</b>	31 August 2026
<b>Number of Enrolment</b>	One enrolment per year

<b>Maximum Number of New Students</b>	<u>For 2023/24 and 2024/25:</u> Full-time: 55 per year Part-time: 5 per year  <u>For 2025/26 onwards:</u> Full-time: 85 per year Part-time: 5 per year
<b>Address of Teaching Venue(s)</b>	80 Castle Peak Road, Castle Peak Bay, Tuen Mun, New Territories, Hong Kong

## 2.4 Condition

### 2.4.1 Requirement

The College is to provide evidence of implementation of the quality assurance and enhancement processes for the MA-GC Programme.

The College is to provide the following to HKCAAVQ for the fulfilment of the above requirement **on or before 31 December 2023**:

- (a) Sample minutes of Staff-Student Consultative Meeting(s), staff meeting(s) and formal meeting(s) with the External Examiner and External Advisors;
- (b) External Examiner Report(s) for Academic Year 2022/23; and
- (c) Annual Report for the MA-GC Programme for Academic Year 2022/23. (Paragraph 4.7.5)

## 2.5 Recommendations

HKCAAVQ offers the following recommendations for continuous improvement of the Programme:

- 2.5.1 The College should involve all teaching staff of the Programme in discussions on the strategic planning of the Programme, including the implications of and preparation for the planned expansion in student intake. (Paragraph 4.2.5 and 4.5.6)
- 2.5.2 The College should consider setting minimum attainment requirements for individual sections of IELTS, and adopting additional

measures to facilitate students' learning through, for example, using assessments to check comprehension, and providing language support to students who have experienced difficulties in language use. (Paragraph 4.2.6)

- 2.5.3 The College should have in place a local and/or online alternative to the course *CNN Study Tour (Boot Camp)*, possibly in collaboration with another alternative media partner. (Paragraph 4.3.7)
  - 2.5.4 The College should introduce a capstone project to the Programme to enable students to demonstrate knowledge integration within the Programme. (Paragraph 4.4.4)
  - 2.5.5 The College should develop strategies to encourage teaching staff of the Programme to take part in staff training activities that enhance their pedagogic knowledge and skills. (Paragraph 4.5.7)
  - 2.5.6 The College should consider forming a media industry advisory board with a view to leveraging the expertise and experience of industry practitioners in facilitating the Programme in maintaining the currency of industry developments including local and regional employment trends, and informing programme reviews and developments. (Paragraph 4.7.6)
- 2.6 HKCAAVQ will subsequently satisfy itself on whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the standard to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to the fulfilment of any condition and compliance with any restriction stipulated in this Accreditation Report.

### **3. INTRODUCTION**

- 3.1 Hong Kong Chu Hai College (the College), renamed from the Chu Hai College of Higher Education in January 2023, was registered in 2004 under the Post Secondary Colleges Ordinance (Cap. 320) as a privately funded, non-profit-making post-secondary college. The College, previously known as Chu Hai University, was a private university founded in 1947 in Guangzhou, China, and subsequently

relocated to Hong Kong in 1949 and registered as Chu Hai College under the Education Ordinance (Cap. 279). The College started operating on the current campus near Castle Peak Bay in Tuen Mun in September 2016.

- 3.2 Since its registration as a post-secondary college in 2004, the College has undergone a number of Learning Programme Accreditation and Re-accreditation exercises. The College is currently operating 25 accredited programmes, including 15 Bachelor degree programmes and 10 Masters degree programmes. In addition, the College has successfully obtained the Programme Area Accreditation (PAA) status at QF Level 5 for Journalism and Mass Communication, Chinese Language and Chinese Literature, Accounting and Finance, General Business Administration, Civil Engineering, Architecture, and Construction Management.
- 3.3 The College commissioned HKCAAVQ to conduct a Learning Programme Re-accreditation (Re-LPA) for the Master of Arts in Global Communication (MA-GC) Programme. HKCAAVQ formed an expert Panel (the Panel) for this accreditation exercise (Panel Membership at **Appendix 1**). In view of the outbreak of the Coronavirus Disease 2019 (COVID-19), the site visit was conducted via video conference on 15-16 December 2022 to reduce social contact. HKCAAVQ's *Manual for the Four-stage Quality Assurance Process under the Hong Kong Qualifications Framework (Version 1.2, November 2020)* was the guiding document for the College and the Panel in conducting this exercise.
- 3.4 In consideration of the College's track record established from previous accreditation exercises, information on student support services under LPA-6 Learning, Teaching and Enabling Resources/Services was not required in accordance with HKCAAQ's Differentiation Approach.

#### 4. PANEL'S DELIBERATIONS

*The following presents the Panel's deliberations on a range of issues pertinent to its major findings. For aspects of the accreditation standards where no observations are made they are considered to be appropriately addressed by the Operator.*

##### 4.1 Programme Objectives and Learning Outcomes

*The learning programme must have objectives that address community, education and/or industry needs, with learning outcomes that meet the relevant HKQF standards, for all exit qualifications from the programme.*

4.1.1 The MA-GC Programme is hosted by the Department of Journalism and Communication under the Faculty of Arts and Social Sciences of the College.

4.1.2 The Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) of the MA-GC Programme are as follows:

<b>Programme Objectives (POs)</b>	
PO1	To equip students with a critical understanding of advanced communication theories and a practical knowledge of media professional skills.
PO2	To train students to develop analytical and critical evaluation skills with global perspectives.
PO3	To develop students' ability of applying communication theories in practice.
PO4	To broaden students' awareness of various cultures to prepare them to work in the global workplace through collaborations with some major global media organisations, including a study tour.
PO5	To broaden students' horizons in the global political and economic perspectives of news and media events happening around the world.

<b>Programme Intended Learning Outcomes (PILOs)</b>	
Upon completion of the Programme, students should be able to:	
PILO1	Interpret the multi-faceted and the complex interaction of local and global cultures and identities as they affect and are affected by the international flows of media contents.
PILO2	Apply skills necessary for designing and implementing effective communication programmes for global markets.
PILO3	Critically engage in major research on global communication.
PILO4	Combine theoretical frameworks with cultural, political, economic and social contexts and develop critical thinking and communication opportunities.

4.1.3 The College provided the following to demonstrate the Programme's attainment of the PILOs at Level 6 of the Hong Kong Qualifications Framework (QF):

- (a) Mapping of PILOs against:
  - (i) the College's Vision and Mission;
  - (ii) the POs;
  - (iii) the Generic Level Descriptors (GLDs) at QF Level 6; and
  - (iv) all courses of the Programme;
- (b) Course Description Forms of core and elective courses with QF credits, contact and self-study hours, course intended learning outcomes (CILOs), syllabus description, teaching schedule, medium of instruction, teaching activities, assessment, and list of texts and references; and
- (c) External Examiner Reports for Academic Years 2020/21 and 2021/22.

4.1.4 In terms of graduate pathways, the College provided in the *Response to Initial Comments* examples of job positions/titles that graduates of the Programme could take up, such as News Editor, Managing Editor, Political Editor, Corporate Communication Manager, Public Relations Manager, and Investor Relations Manager. The full Graduate Profile of the MA-GC Programme is at **Appendix 2**.

4.1.5 Based on the above, the Panel considered that the POs and PILOs of the Programme are aptly pitched at QF Level 6.

## 4.2 Learner Admission and Selection

*The minimum admission requirements of the learning programme must be clearly outlined for staff and prospective learners. These requirements and the learner selection processes must be effective for recruitment of learners with the necessary skills and knowledge to undertake the programme.*

- 4.2.1 Applicants seeking admission to the MA-GC Programme shall hold a Bachelor Degree or equivalent. Preference would be given to applicants who are holders of Bachelor degrees in relevant disciplines such as journalism and communication. In terms of English language requirement, applicants seeking admission on the basis of a qualification from a university or institution of which the medium of instruction and/or the language used in examinations is not English shall satisfy one of the following minimum language requirements:
- (a) A minimum of TOFEL score of 79 on the internet-based test or 550 on the paper-based test;
  - (b) A minimum overall score of 6.0 in IELTS; or
  - (c) Level 6 of the College English Test (CET); or equivalent.
- 4.2.2 In the *Response to Initial Comments*, the College provided examples of qualifications considered equivalent to a Bachelor degree, such as the Chartered Public Relation Practitioners and Chartered Marketers in the United Kingdom, and the Postgraduate Certificate / Postgraduate Diploma in Public Relations and Corporate Communication offered by an extension arm of a local university.
- 4.2.3 As stipulated in the College's *Quality Manual*, admission under "Non-standard Entry" will be capped at 5% of the total yearly student intake on a programme basis. The College confirmed that no student has been admitted to the MA-GC Programme via the non-standard entry route.

4.2.4 The College proposed to increase the maximum yearly student intake of the MA-GC Programme as follows:

	From	To
<b>Full-time (per year)</b>	36	55 (for 2023/24 and 2024/25) 85 (for 2025/26 onwards)
<b>Part-time (per year)</b>	9	5

4.2.5 The Panel was given to understand that the proposed maximum number of yearly student intake has taken into account the expected popularity of the Programme and the resources of the College in terms of staffing and facilities. The College also made reference to the *2022 Manpower Update Report*, which indicated strong demand for further education and training in journalism and communication programmes. Having considered the programme staffing and the provision of learning, teaching and enabling resources/services, the Panel considered the proposed maximum student intake acceptable. However, the Panel was of the view that the Programme would benefit from providing teaching staff with more opportunities in formalised and strategic discussions on programme planning in view of the planned expansion in student intake. In this regard, the Panel **recommended** the College involves all teaching staff of the Programme in discussions on the strategic planning of the Programme, including the implications of and preparation for the planned expansion in student intake. This recommendation is also applicable to the assessment of programme leadership and staffing (Paragraph 4.5.6).

4.2.6 In relation to the minimum English language requirements for admission, the College proposed to adjust the required minimum overall IELTS score from 6.5 to 6.0. While the College has expressed confidence that students with the overall IELTS score of 6.0 possess the necessary language competence to undertake the Programme, the Panel's discussion with representatives from the College during the site visit indicated that some students did not understand fully the English used in the teaching. With a view to ensuring that the English proficiency level of the students is adequate in undertaking the Programme, the Panel **recommended** the College considers setting minimum attainment requirements for individual sections of IELTS, and adopting additional measures to facilitate their learning through, for example, using assessments to check comprehension, and

providing language support to students who have experienced difficulties in language use.

- 4.2.7 In view of the above, and notwithstanding the recommendations, the Panel considered that the minimum admission requirements for the Programme are appropriate in ensuring that the students admitted would possess the necessary knowledge and skills to undertake the learning activities.

### 4.3 Programme Structure and Content

*The structure and content of the learning programme must be up-to-date, coherent, balanced and integrated to facilitate progression in order to enable learners to achieve the stated learning outcomes and to meet the programme objectives.*

- 4.3.1 The duration of the MA-GC Programme is one year for full-time entry and two years for part-time entry. The maximum study period should not exceed two years for full-time and four years for part-time. Each course in the Programme carries three college credits. Students are required to pass 15 college credits (five courses) of core courses and 12 college credits (four courses) of elective courses within the maximum study period. Five of the elective courses of the Programme are offered by the One Belt One Road Research Institute of the College. As part of the requirements for the MA-GC Programme, students will take the course *CNN Study Tour (Boot Camp)*. The total notional learning hours of the MA-GC Programme is 1082, making a total of 108 QF credits. The College provided further information on individual courses in the Course Description Forms (Paragraph 4.1.3(b)).

- 4.3.2 The core and elective courses offered in the MA-GC Programme are as follows:

Course Title	College Credits	QF Credits
<b>Core courses (15 college credits)</b>		
Applied Research in Global Communication	3	12
Intercultural Communication in the Global Context	3	12
CNN Global Journalism Workshop	3	14
New Media Workshop	3	12
CNN Study Tour (Boot Camp)	3	12

Course Title	College Credits	QF Credits
<b>Elective courses (12 college credits)</b>		
International Politics and Communication	3	12
Strategic Media Management	3	12
Media and Communication in the Greater Bay Area	3	12
Big Data and Communication	3	12
Topical Issues in Corporate Communication	3	12
International Political Economy *	3	12
Geopolitics of the Greater Central Asia *	3	12
10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea *	3	12
Cross-cultural Management: Regional Context *	3	12
Risk Management in International Business Transactions *	3	12

\* Courses offered by the One Belt One Road Research Institute of the College.

In the *Response to Initial Comments*, the Operator provided sample study plans for the full-time and part-time study modes.

- 4.3.3 In terms of programme content, the Operator provided Course Description Forms for all core and elective courses with QF credits, contact and self-study hours, CILOs, syllabus description, teaching schedule, medium of instruction, teaching activities, assessment, and list of texts and references.
- 4.3.4 The graduation requirements for the MA-GC Programme are to achieve the following within the maximum study period:
- (a) A minimum of 27 college credits, comprising 15 college credits in core courses and 12 college credits in elective courses; and
  - (b) A Graduate Grade Point Average (GGPA) of 2.0.

Students who attain a GGPA of 3.50 will be awarded with Distinction; those who attain a GGPA of 3.00 and 2.00 will be awarded the degree with Merit and Pass respectively.

- 4.3.5 One objective of the MA-GC Programme is to equip students with practical knowledge of media professional skills. The Panel was of the view that one such skill is visual literacy, which although increasingly vital in global communication was not currently in

evidence. The College shared with the Panel in its *Response to Initial Comments* that there are future plans to strengthen elements of visual literacy in the Programme by including courses from the College's Master of Arts in Arts Tech and Digital Communication Programme and Master of Arts in Innovative Application for Creative Industries Programme as electives for the MA-GC Programme. The Panel was given to understand that these two Masters degree programmes are expected to launch in Academic Year 2023/24.

- 4.3.6 The Panel noted that students of the MA-GC Programme are required to complete the course *CNN Study Tour (Boot Camp)* as part of the Programme. According to the Accreditation Document, the week-long study tour features a boot camp at the Headquarters of CNN in Atlanta, the United States, or CNN's London Regional Headquarters. Students of the 2022/23 cohort visited the CNN Academy in Abu Dhabi for the study tour. The study tour enables students to have sharing sessions with producers and news anchors of CNN, and attend daily operational meetings in the newsroom of CNN to understand the functions and responsibilities of the roles played by personnel of the production team. From the Accreditation Document, the Panel noted that the College was to identify additional and alternative media partner(s) for the study tour. The Panel was given to understand that negotiation with potential partners will commence after successful re-accreditation of the MA-GC Programme. Despite potential new partnership(s), the Panel noted that the College plans to engage a single media partner each year for the study tour. The Panel was of the view that having more than one media partners for the study tour each year would be academically preferable to afford students the opportunity to compare and contrast different approaches to global media and communication. In this connection, the Panel **advised** the College to consider having more than one media partner each year for the study tour.
- 4.3.7 The CNN Study Tour is a core course of the MA-GC Programme. During the site visit, the Panel enquired what alternatives there are for students who are unable to take part in the study tour. The College responded that students are well-informed of the need to take part in the study tour at the time of applying for admission, and that students who are not able to travel may join the study tour the following year with another cohort. The College also shared with the Panel that a student with physical disability was exempted from joining the study tour; instead, the student was required to submit a research paper on global communication issues under the guidance of a faculty supervisor. While the Panel appreciated the effort of the College in catering for the exceptional circumstances of individual students, the

Panel was of the view that the alternative to the study tour offered to students should be as comparable to the on-site experience as possible. The Panel **recommended** the College to have in place a local and/or online alternative to the course *CNN Study Tour (Boot Camp)*, possibly in collaboration with another alternative media partner.

- 4.3.8 Overall, and notwithstanding the recommendation, the Panel was of the view that the structure and content of the MA-GC Programme are coherent and effective in enabling students to achieve the stated learning outcomes and the required standard at QF Level 6.

#### **4.4 Learning, Teaching and Assessment**

*The learning, teaching and assessment activities designed for the learning programme must be effective in delivering the programme content and addressing the attainment of the intended learning outcomes.*

- 4.4.1 The medium of instruction (MOI) of the MA-GC Programme is English, except for the practicum course *CNN Global Journalism Workshop*, in which Chinese (Cantonese and/or Putonghua) may be used for assignments and the final project. The maximum class size for lectures, seminars, practicum courses and tutorials are kept at 90, 100, 30 and 10 respectively. The learning and teaching methods adopted for the Programme are mainly lectures, workshops and seminars. For the core course *CNN Global Journalism Workshop*, students receive one-to-one tutorials on individual news scripts, voice-over recording, video-editing, production and post-production. In the *Response to Initial Comments*, the Panel noted that the College has invited academics and professionals from Mainland China and Taiwan as guest speakers to deliver talks and share seminar sessions with students of the MA-GC Programme. The College confirmed that academic exchanges and professional sharing initiatives will continue in the future. The Panel was also given to understand that the College is setting up academic exchange initiatives with selected universities in Mainland China and Taiwan for academics from those institutions to visit the College as visiting professors to deliver visiting lectures for selected courses of the MA-GC Programme.
- 4.4.2 Regarding assessments for the MA-GC Programme, the Panel reviewed the following:

- (a) the assessment scheme for each course, which indicate the assessment methods and the weighting of each assessment item;
- (b) sample of marked assessments (covering high, middle and low marks) and the associated assessment criteria/marketing schemes for selected courses;
- (c) grade distribution of courses of the MA-GC Programme delivered in AY2020/21 and AY2021/22; and
- (d) distribution of GGPA and award classification for graduating cohorts.

4.4.3 The Panel noted that the assessment methods of individual courses varied, but in general both formative and summative assessments have been adopted. Formative assessments include, for example, assignments, essays, oral presentations and class participation. Summative assessments include, for example, final examinations and final projects and/or presentations. The Panel considered that the sampled assessments are generally able to demonstrate students' attainment of the CILOs of the relevant courses, which are pitched at QF Level 6.

4.4.4 From the External Examiner Reports, the Panel noted that the External Examiner has raised issues regarding the integration of theory and practice across the MA-GC Programme. To enable students to link theoretical and practical experiences and produce an integrative body of work, practical or text-based, the Panel saw the benefit of introducing a capstone project to the Programme, which should be academically defined to demonstrate the breadth of learning that the MA-GC Programme offers. The introduction of a capstone project could also facilitate students' articulation to research-based doctoral programmes particularly internationally. In light of the above, the Panel **recommended** the College to introduce a capstone project to the Programme to enable students to demonstrate knowledge integration within the Programme.

4.4.5 In view of the evidence provided by the Operator, and notwithstanding the recommendation, the Panel concluded that the learning, teaching and assessment activities of the Programme are generally effective in delivering the programme content and assessing students' attainment of the intended learning outcomes.

#### 4.5 Programme Leadership and Staffing

*The Operator must have adequate programme leader(s), teaching/training and support staff with the qualities, competence, qualifications and experience necessary for effective programme management, i.e. planning, development, delivery and monitoring of the programme. There must be an adequate staff development scheme and activities to ensure that staff are kept updated for the quality delivery of the programme.*

4.5.1 Academic leadership of the MA-GC Programme is provided by the Dean of the Faculty of Arts and Social Sciences and the Head of the Department of Journalism and Communication. The Dean is responsible for overseeing the implementation of the Programme, and the Head of Department is responsible for formulating and designing the Programme, allocating staff to the courses, and supervising the design of the various component courses.

4.5.2 In relation to staffing, the College provided the following to the Panel:

- (a) Profile and curricula vitae of current teaching staff involved in the delivery of the Programme;
- (b) Staffing Plan for Academic Years 2022/23 to 2026/27; and
- (c) Teaching duties of current teaching staff, including course(s) taught between Academic Years 2020/21 and 2022/23, and courses to take up between Academic Years 2023/24 and 2025/26.

4.5.3 The Panel noted the staff-student ratio (SSR) as follows:

<b>Academic Year</b>	<b>Staff-student Ratio observed based on the actual numbers</b>
2020/21	1:1.2
2021/22	1:2.2
2022/23	1:5.7
2023/24	1:6.7
2024/25	1:6.7
2025/26	1:9.0

4.5.4 The Panel noted that the College will recruit one additional full-time staff member in Academic Year 2023/24 and one additional part-time staff member each in Academic Years 2024/25 and 2026/27.

- 4.5.5 In terms of staff development and research, the Panel was provided with the following:
- (a) A list of internal and external staff development and research activities that staff of the MA-GC Programme had undertaken since programme launch; and
  - (b) Staff development and research activities for the Programme planned for Academic Years 2023/24 to 2025/26.
- 4.5.6 The Panel noted that upon successful programme re-accreditation, there will be a planned expansion in the student intake of the MA-GC Programme (Paragraph 4.2.4). Through discussion with College representatives during the site visit, the Panel observed that teaching staff of the Programme have limited opportunities to engage in the formal and strategic discussions on programme planning, including the impact on the planned expansion of the student intake on the students' experience. With a view to enhancing the resilience of the Programme over time, the Panel **recommended** the College involves all teaching staff of the Programme in discussions on the strategic planning of the Programme, including the implications of and preparation for the planned expansion in student intake. This is also applicable to the assessment of learner admission and selection (Paragraph 4.2.5).
- 4.5.7 On staff development, the Panel observed that the staff development activities undertaken and planned focused on research and conference presentations. The Panel was of the view that pedagogic development is also important for teaching staff of the Programme, particularly in the face of the planned growth of the Programme. In this connection, the Panel **recommended** the College develops strategies to encourage teaching staff of the Programme to take part in staff training activities that enhance their pedagogic knowledge and skills.
- 4.5.8 Having considered the above information, and notwithstanding the recommendations, the Panel was of the view that the provision of staff is generally appropriate for the effective delivery of the Programme. Staff development activities are generally adequate in ensuring that staff are kept up to date for quality programme delivery.

#### **4.6 Learning, Teaching and Enabling Resources/Services**

*The Operator must be able to provide learning, teaching and enabling resources/services that are appropriate and sufficient for the learning, teaching and assessment activities of the learning programme, regardless of location and mode of delivery.*

4.6.1 In terms of learning, teaching and enabling resources/services, the Panel reviewed information on the following:

- (a) Budget for the MA-GC Programme for Academic Years 2022/23 to 2026/27;
- (b) Facilities available on campus including lecture halls, classrooms, computer laboratories and specialised facilities including the Crossmedia Visual Production Studio and the Editing (Dubbing) Suite;
- (c) Current and projected utilisation rates of the facilities available on campus;
- (d) Departmental equipment available for borrowing by students of the MA-GC Programme, such as digital video camcorders, microphone and drones;
- (e) Borrowing record of the departmental equipment;
- (f) Library resources available to students of the MA-GC Programme; and
- (g) Academic, language and other support services available to students provided by the Student Affairs Office and the Department of Journalism and Communication.

4.6.2 The Panel noted that the College will from time to time review the programme-specific facilities and equipment to ensure sufficiency and currency in light of the planned expansion in the student numbers on the Programme.

4.6.3 Based on the above, the Panel considered that the learning, teaching and enabling resources/services are generally appropriate and sufficient to support the learning, teaching and assessment activities of the Programme.

#### 4.7 Programme Approval, Review and Quality Assurance

*The Operator must monitor and review the development and performance of the learning programme on an on-going basis to ensure that the programme remains current and valid and that the learning outcomes, learning and teaching activities and learner assessments are effective to meet the programme objectives.*

4.7.1 The Panel reviewed the following regarding the quality assurance and programme review process of the MA-GC Programme:

- (a) Quality Manual;
- (b) Annual Reports of the Department of Journalism and Communication of the Faculty of Arts and Social Sciences for Academic Years 2020/21 and 2021/22
- (c) External Examiner Reports for Academic Years 2020/21 and 2021/22 (Paragraph 4.1.3(c)) and
- (d) Consolidated findings of the Course Evaluation Survey and Programme Evaluation Survey

4.7.2 An External Examiner is appointed for the Programme. The External Examiner, who is appointed by the President upon recommendation of the Faculty Board and endorsement of the Academic Board, submits an External Examiner Report to the College twice a year on the monitoring and improvement of academic standards and quality of the Programme. The Panel noted that annual meetings were conducted between the College and the External Examiner and External Advisors of the Programme before the COVID-19 pandemic to discuss issues relating to programme development, review, and continuous improvement. However, these meetings were halted during the pandemic and had not resumed. The College indicated in the *Response to Initial Comments* that such meetings are to resume as soon as possible after the COVID-19 pandemic.

4.7.3 As part of the institution-wide quality assurance mechanisms, the Panel noted that annual reports for the Programme are submitted to the college-level Quality Committee after being approved by the Faculty Board. However, the Panel was given to understand that no annual report for the MA-GC Programme has been prepared since the launch of the Programme.

4.7.4 Feedback from students on the Programme are collected by means of the Course Evaluation Survey and Programme Evaluation Survey. In addition, Staff-Student Consultative Committee meetings are held at faculty level for student representatives to share their views on the quality and content of the Programme, the teaching and learning environment and the facilities and students support services provided by the faculty. The Panel reviewed the consolidated findings of the Course Evaluation Survey and Programme Evaluation Survey (Paragraph 4.7.1), and noted that students were generally satisfied with the programme quality. However, the Panel noted from the *Response to Initial Comments* that no Staff-Student Consultative Committee meetings were conducted in Academic Years 2020/21 and 2021/22 due to the implementation of online learning and teaching arising from the COVID-19 pandemic.

4.7.5 In view of the observations in Paragraphs 4.7.2 to 4.7.4, the Panel was of the view that the Programme requires a more structured approach to the implementation of feedback, quality assurance and enhancement mechanisms, in order to enable the effective monitoring and review of the Programme. The Panel stipulated the following Requirement for the Programme:

**Requirement**

The College is to provide evidence of implementation of the quality assurance and enhancement processes for the MA-GC Programme.

The College is to provide the following to HKCAAVQ for the fulfilment of the above requirement on or before 31 December 2023:

- (a) Sample minutes of Staff-Student Consultative Meeting(s), staff meeting(s) and formal meeting(s) with the External Examiner and External Advisors;
- (b) External Examiner Report(s) for Academic Year 2022/23; and
- (c) Annual Report for the MA-GC Programme for Academic Year 2022/23.

4.7.6 In terms of industry representation in the MA-GC Programme, the Panel noted that one of the External Advisors is an experienced practitioner in the media industry. Given the relevance of the Programme to the media industry, the Panel considered that the Programme would benefit from developing closer links to the industry

to keep abreast of the contemporary industry developments. As such, the Panel **recommended** the College to consider forming a media industry advisory board with a view to leveraging the expertise and experience of industry practitioners in facilitating the Programme in maintaining the currency of industry developments including local and regional employment trends, and informing programme reviews and developments.

## **5. IMPORTANT INFORMATION REGARDING THIS ACCREDITATION REPORT**

### **5.1 Variation and withdrawal of this Accreditation Report**

5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this 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.

5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.

5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

## 5.2 Appeals

- 5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.
- 5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.
- 5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.
- 5.2.4 Please refer to Cap. 592A (<http://www.legislation.gov.hk>) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at <http://www.hkqf.gov.hk>.

## 5.3 Qualifications Register

- 5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register ("QR") at <https://www.hkqr.gov.hk> for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.
- 5.3.2 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.

**Chu Hai College of Higher Education**  
**Learning Programme Re-accreditation for**  
**Master of Arts in Global Communication Programme**

**15 – 16 December 2022**

**Panel Membership**

**Panel Chair**

**Professor Anne BODDINGTON**

Professor Emerita  
Design Innovation  
Kingston University London  
UNITED KINGDOM

**\*\* Panel Secretary**

**Mr Kenny LOCK**

Registrar  
Academic Accreditation and Assessment  
Hong Kong Council for Accreditation of  
Academic and Vocational Qualifications  
HONG KONG

**Panel Members**

**Miss CHAN Po Wah**

Founder and PR Director  
PR Department  
Muse Group Ltd  
HONG KONG

**Dr Sunny LAM Sui Kwong**

Associate Professor  
School of Arts and Social Sciences  
Hong Kong Metropolitan University  
HONG KONG

**Professor LO Kwai Cheung**

Professor and Department Head  
Department of Humanities and Creative  
Writing  
Hong Kong Baptist University  
HONG KONG

\*\* The Panel Secretary is also a member of the Accreditation Panel

**Graduate Profile of Master of Arts in Global Communication**

<b>Qualification Title</b>	Master of Arts in Global Communication 環球傳播文學碩士
<b>Qualification Type</b>	Master's Degree
<b>QF Level</b>	Level 6
<b>Primary Area of Study and Training</b>	Mass Media and Communications, Journalism and Public Relations
<b>Sub-area (Primary Area of Study and Training)</b>	Mass Media and Communications, Journalism and Public Relations
<b>Other Area of Study and Training</b>	Not applicable
<b>Sub-area (Other Area of Study and Training)</b>	Not applicable
<b>Programme Objectives</b>	<p>The objectives of the Programme are:</p> <ol style="list-style-type: none"><li>1. to equip students with a critical understanding of advanced communication theories and a practical knowledge of media professional skills;</li><li>2. to train students to develop analytical and critical evaluation skills with global perspectives;</li><li>3. to develop students' ability of applying communication theories in practice;</li><li>4. to broaden students' awareness of various cultures to prepare them to work in the global workplace through collaborations with some major global media organisations, including a study tour; and</li><li>5. to broaden students' horizons in the global political and economic perspectives of news and media events happening around the world.</li></ol>
<b>Programme Intended Learning Outcomes</b>	<p>Upon completion of the Programme, students should be able to:</p> <ol style="list-style-type: none"><li>1. interpret the multi-faceted and the complex interaction of local and global cultures and identities as they affect and are affected by the international flows of media contents;</li><li>2. apply skills necessary for designing and</li></ol>

	<p>implementing effective communication programmes for global markets;</p> <p>3. critically engage in major research on global communication; and</p> <p>4. combine theoretical frameworks with cultural, political, economic and social contexts and develop critical thinking and communication opportunities.</p>
<b>Education Pathways</b>	<p>Graduates of the Programme can pursue further study via enrolment in research-based programmes (MPhil or PhD), offered by local and overseas universities.</p>
<b>Employment Pathways</b>	<p>It would give graduates, especially those in the media industry, an advantage in getting employment that involves international understanding and engagement. Because of the internationalization of industries and services in Hong Kong and the Greater Bay Area, graduates would be able to advance in their existing career paths by taking up greater responsibility. Within the media industry, the training and qualification would help them enter managerial positions. In addition, it will definitely give graduates a better position to move from a locally oriented entity to a globally oriented enterprise.</p> <p>Graduates of the Programme will not only have an edge in gaining employment in the media industry, the knowledge and practical skills acquired from the Programme will also enhance their opportunities to seek jobs in corporate communication in Hong Kong and Mainland China. Some examples of job positions in the media and other relevant industries and services which graduates of the Programme could potentially be employed are News Editor, Managing Editor, Political Editor, Corporate Communication Manager, Public Relations Manager, and Investor Relations Manager.</p>
<b>Minimum Admission Requirements</b>	<p>An applicant who wishes to be admitted to the Programme shall hold a Bachelor degree or equivalent.</p> <p>An applicant seeking admission on the basis of a qualification from a university or institution of which</p>

	<p>the medium of instruction and/or the language used in examinations is not English, shall satisfy one of the following minimum language requirements:</p> <ol style="list-style-type: none"><li>1. a minimum TOEFL score of 79 in internet-based test, or 550 in paper-based test;</li><li>2. a minimum overall score of 6.0 in IELTS; or</li><li>3. Level 6 of the College English Test (CET); or equivalent.</li></ol>
<b>Operator</b>	Hong Kong Chu Hai College 香港珠海學院

**HKCAAVQ Report No.: 23/43**