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

ACCREDITATION REPORT

THE HANG SENG UNIVERSITY OF HONG KONG

LEARNING PROGRAMME ACCREDITATION

**MASTER OF BUSINESS ADMINISTRATION
(IN CHINESE)**

MASTER OF ARTS IN ART BUSINESS

July 2025

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1. TERMS OF REFERENCE

1.1 Based on the Service Agreement (No.: AA1057), 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 The Hang Seng University of Hong Kong (HSUHK / the Operator / the University) to conduct an accreditation test with the following Terms of Reference:

(a) To conduct an accreditation test as provided for in the AAVQO to determine whether the programmes of the Operator (with specifications below) meet the stated objectives and QF standards and can be offered as accredited programmes; and

(b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

Specifications of the programmes seeking accreditation status

Programme title (English and Chinese)	Award title on exit (English and Chinese)	Mode of study	Programme length	Claimed QF level
Master of Business Administration (in Chinese) 工商管理碩士(中文)	Master of Business Administration 工商管理碩士	Full-time	1 year	6
		Part-time	2 years	
Master of Arts in Art Business 藝術商業文學碩士	Master of Arts in Art Business 藝術商業文學碩士	Full-time	1 year	6
		Part-time	2 years	

2. HKCAAVQ'S DETERMINATION

2.1 HKCAAVQ has determined that, subject to the fulfilment of the conditions set out below, the Master of Business Administration (in Chinese) (MBA(C)) and Master of Arts in Art Business (MA-AB) meet the stated objectives and QF standard at Level 6. Subject to the approval by the Secretary of Education, the Programmes can be offered as accredited programmes with a validity period of 3 years.

2.2   In order for the validity period to take effect, the Operator must be registered as a Post Secondary College under the Post Secondary Colleges Ordinance (Cap. 320) and it must comply with any restrictions stipulated in the Institutional Review (IR) Report. The authority for registration under Cap. 320 rests with the Permanent Secretary for Education who may take into account of the outcome of the IR Report and other considerations as deemed necessary.

2.3   **Validity Period**

2.3.1   The validity period will, provided that the Operator fulfils all pre-conditions to the commencement of the validity period as set out in 2.5.1, 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.

2.4   The determinations on the Programmes are specified as follows:

Name of Operator(s)	The Hang Seng University of Hong Kong 香港恒生大學	
Name of Award Granting Body	The Hang Seng University of Hong Kong 香港恒生大學	
Title of Learning Programme	Master of Business Administration (in Chinese) 工商管理碩士(中文)	Master of Arts in Art Business 藝術商業文學碩士
Title of Qualification(s) [Exit Award(s)]	Master of Business Administration 工商管理碩士	Master of Arts in Art Business 藝術商業文學碩士
Primary Area of Study and Training	Business and Management	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	General Business Management	Design and Other Creative Industries

Other Area of Study and Training	Not Applicable	Humanities
Sub-area (Other Area of Study and Training)	Not Applicable	Humanities
Industry	Not Applicable	Not Applicable
Branch	Not Applicable	Not Applicable
QF Level	6	6
QF Credits	135	108
Mode(s) of Delivery and Programme Length	Full-time, 1 year Part-time, 2 years	Full-time, 1 year Part-time, 2 years
Start Date of Validity Period	1 September 2026	
End Date of Validity Period	31 August 2029	
Number of Enrolment(s)	Two enrolments per year	
Maximum Number of New Students	Full-time: 200 per year Part-time: 40 per year	Full-time: 80 per year Part-time: 5 per year
Specification of Competency Standards-based Programme	☐ Yes ☑ No	☐ Yes ☑ No
Address of Teaching / Training Venue	1. Hang Shin Link, Siu Lek Yuen, Shatin, New Territories, Hong Kong 2. The Create, 15/F, M+ Building, West Kowloon Cultural District, No.8 Austin Road, Kowloon	

2.5 **Conditions**

2.5.1 Pre-conditions

<u>MBA(C)</u>

2.5.1.1 The Operator is to provide appropriate support to teaching staff of this Programme to ensure a shared and comprehensive understanding of the pedagogical principles and approaches adopted for the Programme, to support its effective application throughout the Programme.

For the fulfilment of the above pre-condition, the Operator is to submit an implementation plan to HKCAAVQ setting out the relevant pedagogical training for teaching staff and how the training activities are considered appropriate in achieving the shared and comprehensive understanding of the relevant pedagogical principles and approaches on or before **17 September 2025**. (Para. 4.4.3)

<u>MA-AB</u>

2.5.1.2 The Operator is to review and revise the Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) as appropriate to ensure alignment among the Programme's positioning, POs, and PILOs.

The Operator is to submit the revised POs and PILOs to HKCAAVQ for the fulfilment of the above pre-condition on or before **17 September 2025**. (Para. 4.1.11)

2.5.1.3 The Operator is to ensure the engagement of industry practitioners / teaching staff with the necessary expertise and experience to meet the teaching needs of specialised art business topics, such as auction.

The Operator is to submit a plan for the recruitment and appointment of industry practitioners / teaching staff, with detailed information on relevant modules, specialised topics within those modules and potential industry practitioners / teaching staff, to HKCAAVQ for the fulfilment of the above requirement on or before **17 September 2025**. (Para. 4.5.6)

2.6 **Recommendations**

MBA(C)

2.6.1 The Operator should ensure the coverage of ESG concepts across the curriculum is comprehensively articulated in the module outlines to facilitate holistic delivery and appropriate assessments across the Programme. (Para. 4.3.5)

2.6.2 The Operator should ensure sufficient qualified teaching staff are deployed for the Programme and closely monitor their workloads. (Para. 4.5.2)

2.6.3 The Operator should facilitate teaching staff's participation in ESG- and AI-related professional development activities to help them keep abreast of the latest developments and emerging trends in the fields. (Para. 4.5.3)

2.6.4 The Operator should implement ongoing monitoring and systematic tracking of the academic progress and performance of students, especially those without prior academic or professional experience, to ensure timely and effective support is provided. (Para. 4.7.4)

MA-AB

2.6.5 The Operator should ensure the sufficient deployment of qualified teaching staff for the Programme. (Para. 4.5.5)

Both Programmes

2.6.6 The Operator should establish a relevant mechanism to evaluate the Putonghua proficiency of teaching staff and provide necessary support to ensure that those assigned to teach the Programme are adequately prepared to deliver the Programme effectively in Putonghua. (Para. 4.5.8)

2.7 HKCAAVQ will subsequently satisfy itself on whether the Operator remains competent to achieve the relevant objectives and the Programmes continue 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 The Hang Seng University of Hong Kong acquired the private university title in October 2018. Its predecessor, Hang Seng Management College (HSMC) was restructured from the Hang Seng School of Commerce (HSSC) in 2010 as a non-profit private university-level institution with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Language), registered under the Post Secondary Colleges Ordinance (Cap. 320).

3.2 HSUHK commissioned HKCAAVQ to conduct this Learning Programme Accreditation exercise for the MBA(C) and MA-AB programme. HKCAAVQ formed an expert panel for this accreditation exercise (Panel Membership in Appendix I). 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 Operator and the Panel in conducting this exercise. A site visit took place at The Hang Seng University of Hong Kong from 7 to 9 May 2025.

3.3 In consideration of the track record of the University established from previous accreditation exercises, information on "university-wide quality assurance process and mechanism" was not required in accordance with HKCAAVQ'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.

<u>MBA(C)</u>

4.1.1 The MBA(C) programme is hosted by the School of Business of HSUHK.

4.1.2 Upon reviewing the documents provided by the Operator, the Panel was of the view that Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) could be further refined, particularly by elaborating on the application of technologies and ensuring consistency between the English and Chinese versions. In response to the Panel's comments, the Operator refined the wordings of PO3 and PILO1 and revised the Chinese versions of the POs. After reviewing the revised POs and PILOs, the Panel considered them appropriate. The Panel reminded the Operator to ensure that the revised POs and PILOs undergo the internal quality assurance procedures for the Programme. The revised version is as follows:

<u>POs</u>

PO1 Equip students with knowledge of business management and strategies within a Chinese and international context, thereby enhancing their proficiency in both regional and global business environments;
提升學生對中國及國際背景下商業管理與策略的知識掌握，使其能更有效應對區域與全球商業環境的挑戰；

PO2 Promote ethical leadership and corporate responsibility, aligning business practices with environmental, social, and governance (ESG) principles;
培養學生的倫理領導力與企業責任感，促使其推動符合環境、社會及管治（ESG）原則的商業實踐；

PO3 Develop proficiency in digital transformation, data analytics, and artificial intelligence (AI), with an emphasis on applying these technologies to support intelligent and critical decision-making in the evolving business landscape;
培養學生在數碼轉型、數據分析及人工智慧（AI）技術方面的熟練能力，著重於運用這些技術支持智能與批判性決策，以有效應對不斷變化的商業環境；

PO4   Strengthen understanding and integration of management theories and practices, particularly in diverse and inclusive workplaces;
深化學生對管理理論與實務的認識及整合能力，特別是在多元與共融的職場中靈活應用；

PO5   Foster critical and innovative thinking abilities, enabling students to solve complex business problems effectively.
培養學生的批判性與創新思維，使其能有效應對與解決複雜的商業問題。

PILOs

Upon completion of the Programme, students should be able to:

PILO1   Critically evaluate business strategies and propose viable recommendations for enhancing sustainable development and the competitive advantages of businesses;
使學生能夠批判性地評估各種商業策略，並提出切實可行的建議，以推動企業的可持續發展並提升其企業競爭優勢；

PILO2   Engage in ethical reasoning and sustainability principles to business management, showing commitment to corporate social responsibility;
將倫理推理及可持續性原則應用在商業管理上，展現對企業社會責任的承諾；

PILO3   Utilise advanced technological tools and data analytics to optimise business strategies and operations;
利用先進的技術工具和數據分析來優化業務策略和營運；

PILO4   Demonstrate competence in applying management theories to real-world scenarios, especially across diverse and inclusive norms and practices;
展示將管理理論應用於現實情境的能力，特別是在多樣化和包容性的規範和實踐中；

PILO5   Apply critical, analytical, and innovative thinking to assess business management and operations, especially in Chinese-speaking environments.
運用批判性、分析性和創新性思維來評估商業管理和營運，特別是在中文環境中。

4.1.3   To demonstrate that the intended learning outcomes meet the relevant QF standard, the Operator provided the relevant information:

(a) Mapping of POs and PILOs;

(b) Mapping of PILOs and constituent modules;

(c) Mapping of PILOs and MILOs;

(d) Mapping of MILOS and Generic Level Descriptions (GLDs) for QF Level 6;

(e) Module outlines with objectives, intended learning outcomes, teaching contents, teaching activities, assessment component and list of references;

(f) Samples of learning and teaching materials; and

(g) Samples of assessments with assessment rubrics.

4.1.4 To ascertain the demand for the Programme, the Operator conducted surveys targeting several key groups, including alumni of HSUHK, current undergraduate students from mainland China at HSUHK, Mainland Chinese employees from a multinational corporation, and employees in mainland China recruited through employment agencies. Most respondents agreed that pursuing an MBA would be beneficial for their careers. The Panel also reviewed the employer's feedback and manpower projections related to the Programme and considered them appropriate.

4.1.5 During site visit meetings, the Panel further discussed with senior management and external stakeholders regarding the Programme's positioning in relation to industry needs. External stakeholders expressed strong support for the launch of the Programme to help address the growing demand for business leaders who are not only skilled in global business strategies but also possess a deep understanding of Chinese business practices.

4.1.6 In consideration of the above, the Panel formed the view that the proposed MBA(C) programme addresses the education and industry needs, with intended learning outcomes that meet the QF standards at Level 6.

MA-AB

4.1.7 The MA-AB programme is hosted by the School of Humanities and Social Science of HSUHK.

4.1.8 In response to the Panel's feedback that the Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) could be further refined, the Operator refined the wordings of PO4 and PILO4, and presented the revised version as follows:

POs

PO1 Impart advanced knowledge of Art Business, in both art appreciation and connoisseurship as well as the business and management of art trading;
傳授文化和藝術理論以及專業發展所需的高級知識和管理知識；

PO2 Acquire business and management skills, along with design thinking tools, to create value in Art Business management, as well as contribute to the development of enterprises;
獲得管理技能和藝術知識，增強藝術營銷與管理能力；

PO3 Cultivate students' abilities to create and innovate new models and practices in Art Business;
培養學生創造和創新藝術的新模式和實踐的能力；

PO4 Enhance students' ability to apply advanced knowledge in Art Business to address contemporary issues in the field, with a focus on case studies in the Greater China region;
提高學生運用藝術方面的管理知識解決該領域當代問題的能力，重點探討如何將策略應用於大中華地區的案例；

PO5 Cultivate among students a strong sense of sustainability, responsibility, and high commitment as responsible stakeholders of organizations.
培養學生對組織的可持續性、責任感和高度承諾的意識。

PILOs

Upon completion of the Programme, students are expected to be able to:

PILO1 Synthesize diverse theories from art and design, art marketing, history, cultural and creative industries, cultural studies, and business research;
綜合藝術創意產業、文化研究、設計、藝術經營和商業研究的不同理論；

PILO2 Apply research and practical skills in the development of Art Business, such as business model creation, project management, and evaluation methods;
運用商業模型創建、專案管理和評估方法等研究和實際技能，在藝術經營中發展；

PILO3   Critically evaluate cutting-edge information, concepts, and evidence in the field, including Art Business practices in both global and local contexts;
批判性評估該領域前沿的資訊、概念和證據，如全球和本地藝術經營與管理實踐；

PILO4   Apply advanced knowledge in Art Business to address various contemporary issues, especially to nurture students' cultural awareness to work in the Greater China region such as the strategies on the deployment of art assets, project curation, and venue branding; and
將高級藝術經營與管理知識應用於各種當代問題，培養學生在大中華地區從事藝術商業的文化知識，如適用於拍賣行、畫廊等地方品牌推廣的策略；

PILO5   Evaluate own contributions and responsibilities in assuring sustainability and in becoming responsible citizens, employees, business leaders, and business partners.
評估自己在確保可持續性、成為負責任的公民、雇員、商業領袖和商業夥伴方面的貢獻和責任。

4.1.9   To demonstrate that the intended learning outcomes are meeting the relevant QF standard, the Operator provided the relevant information on:

(a)   Mapping of POs and PILOs;
(b)   Mapping of PILOs and constituent modules;
(c)   Mapping of PILOs and MILOs;
(d)   Mapping of MILOS and Generic Level Descriptions (GLDs) for QF Level 6;
(e)   Module outlines with objectives, intended learning outcomes, teaching contents, teaching activities, assessment component and list of references;
(f)   Samples of learning and teaching materials; and
(g)   Samples of assessments with assessment rubrics.

4.1.10   To assess the potential market demand for the Programme, the Operator conducted surveys targeting prospective students and employers. The results revealed that the majority of student and employer respondents expressed interest in pursuing a master's degree in Art Business and considered that such a degree would benefit their career development.

4.1.11   During site visit meetings, the Panel discussed the Programme's positioning in relation to industry needs with senior management,

teaching staff, and external stakeholders. External stakeholders expressed strong support for the launch of the Programme, suggesting the market demand for professionals with sound art business knowledge and strong Putonghua proficiency.

4.1.12 The Panel noted from the accreditation document the Programme's proposed dual foci on art appreciation and connoisseurship, as well as business and management of art trading, and expressed concerns about the feasibility of acquiring advanced knowledge in two major areas within the study period. The Operator clarified in the response to initial comments and during the site visit that the Programme's curriculum design adopts a broad-based approach, providing students with fundamental and interdisciplinary knowledge of art business through its core modules, while allowing them to select elective modules to deepen their knowledge in specific areas. However, the Panel considered that the POs and PILO should be further reviewed and revised to ensure accurate articulation in alignment with the positioning of the Programme. The Panel therefore put forward the following pre-condition:

MA-AB

Pre-condition

The Operator is to review and revise the Programme Objectives (POs) and Programme Intended Learning Outcomes (PILOs) as appropriate to ensure alignment among the Programme's positioning, POs, and PILOs.

The Operator is to submit the revised POs and PILOs to HKCAAVQ for the fulfilment of the above pre-condition **on or before 17 September 2025**.

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.

MBA(C)

4.2.1 The minimum admission requirements of the MBA(C) programme are outlined below:

    a. Hold a bachelor's degree from a recognised university or equivalent;

    b. Fulfil one of the following Chinese language proficiency requirements:
- Hold a recognised degree in which the medium of instruction is Chinese; or
- Level 3 in Chinese Language of HKDSE; or
- Chinese Language at Gaokao ≥100; or
- Level 5 in Hanyu Shuiping Kaoshi (HSK) (漢語水平考試); or
- Other equivalent qualifications in Chinese language

    c. Fulfil one of the following English language proficiency requirements:
- Hold a recognised degree in which the medium of instruction is English; or
- English Language at HKDSE ≥ Level 3; or
- English Language at Gaokao ≥ 100; or
- TOEFL ≥ 525 (paper-based) or 79 (Internet-based); or
- IELTS ≥ 5.5; or
- CET-4 ≥ 425

    d. Preferably have one year of professional work experience; and

    e. Achieve satisfactory performance in an admission interview conducted by the School of Business.

4.2.2 The proposed maximum number of new students for the Programme is as follows:

	Projected number of student intake				
	2026/27	2027/28	2028/29	2029/30	2030/31
Full-time	200	200	200	200	200
Part-time	40	40	40	40	40

4.2.3 The Panel noted that the Programme does not require students to obtain relevant academic background and/or professional work prior to enrolling in the Programme. The Operator explained that the Programme allows students from diverse backgrounds to apply, aiming to foster interactions among students with diverse background and to promote peer learning. During the site visit meeting, external stakeholders also considered that this flexibility supports bringing together a diverse group of students.

4.2.4   As the Programme is conducted in Putonghua, the Operator explained that all shortlisted candidates are required to attend an interview, during which the applicants' Putonghua proficiency will be evaluated, alongside other relevant attributes. Additionally, an optional Chinese Language Enhancement module is available for students whose undergraduate degree was not conducted in Chinese or for those seeking to enhance their proficiency in spoken or written Chinese. The Panel considered the interview arrangement appropriate for identifying and selecting students to study in the Programme.

<u>MA-AB</u>

4.2.5   The minimum admission requirements of the MA-AB programme are outlined below:

a. Hold a bachelor's degree from a recognised university or equivalent;
b. Fulfil one of the following Chinese language proficiency requirements:
   ▪ Hold a recognised degree in which the medium of instruction is Chinese; or
   ▪ Level 3 in Chinese Language of HKDSE or Chinese Language at Gaokao ≥100; or
   ▪ Level 5 in Hanyu Shuiping Kaoshi (HSK) (漢語水平考試); or
   ▪ Other equivalent qualifications in Chinese language
c. Achieve satisfactory performance in an admission interview conducted by the Humanities and Social Science

4.2.6   The proposed maximum number of new students for the Programme is as follows:

| | Projected number of student intake | | | | |
	2026/27	2027/28	2028/29	2029/30	2030/31
Full-time	80	80	80	80	80
Part-time	5	5	5	5	5

4.2.7   The Panel noted that while the Programme does not have specific requirements regarding the applicant's major or work experience, preference will be given to those with a background in art history, marketing, or related fields during the selection process. The Operator further clarified that the Programme focuses on art business and is designed to equip students with fundamental knowledge through its core modules, enabling them to develop the

necessary competencies for their studies and future careers. The Operator confirmed during the site visit that all applicants meeting the minimum admission requirements will be invited to attend an admission interview to assess the applicants' attributes and language proficiency to ensure their suitability for the Programme.

<u>Both Programmes</u>

4.2.8   The Panel was given to understand that the University manages its admissions through a "Two-tier Vetting System", where the first tier involves initial shortlisting, and the second tier focuses on verifying the completeness and integrity of documentation.

4.2.9   In line with the Government's policy on the yearly quota of non-standard admission for programmes accredited under the Qualifications Framework, for degree programmes operating in the 2023/24 academic year and onwards, the maximum number of non-standard admission (including mature students) should be capped at a maximum of 15% on a programme basis and 10% on an institutional basis of the actual number of new students of the year. The cap is applied in line with the general expectation of self-financed degree-awarding institutions in safeguarding learning and teaching quality and thereby upholding the credibility and recognition of the qualifications. The percentages are based on the sum of new student numbers across all years of study. Responding to the *Initial Comment* on the non-standard admission quota, the Operator confirmed that its programmes will abide by the prevailing policy and cap the non-standard admission quota accordingly.

4.2.10 Having considered the above information and discussions with the Operator, the Panel held the view that the minimum admission requirements and selection processes have been in general effective for recruiting students with the necessary qualities to undertake both Programmes.

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.

MBA(C)

4.3.1   The MBA(C) programme is a one-year full-time or two-year part-time master's degree, delivered in a trimester structure. The curriculum consists of six core modules, three elective modules, and a capstone module, totalling 135 QF credits. In addition, two optional language modules are available for students who wish to enhance their Chinese and/or English language proficiency. The detailed programme structure is outlined in the following table:

Module Codes	Module Titles	HSUHK Credits	QF Credits
Core Modules (6 Modules)			
MBAC6001	Financial Accounting and Reporting 財務會計與報告	3	13.5
MBAC6002	Economics and Finance for Managers 經濟與財務管理	3	13.5
MBAC6003	Organisational Behaviour 組織行為	3	13.5
MBAC6004	Marketing Management 行銷管理	3	13.5
MBAC6005	Strategic Management in a Global Context 全球背景下的策略管理	3	13.5
MBAC6006	AI, Data Analytics, and Robotics in Business 人工智慧、數據分析與機器人技術在商業中的應用	3	13.5
Elective Modules (Choose 3 Modules)			
MBAE6001	Strategic Brand Management 品牌策略管理	3	13.5
MBAE6002	Entrepreneurship and Innovation 創業與創新	3	13.5
MBAE6003	Wisdom of I-Ching in Business Context 易經智慧在商業中的應用	3	13.5
MBAE6004	ESG Strategies and Business Sustainability ESG策略與企業可持續發展	3	13.5
MBAE6005	Corporate Finance and Governance 公司財務與治理	3	13.5
MBAE6006	Finance and Financial Technology (FinTech) 金融與金融科技 (FinTech)	3	13.5
MBAE6007	Digital Marketing and Social Media Strategies 數位行銷和社交媒體策略	3	13.5
MBAE6008	Management as a Liberal Art 博雅管理	3	13.5
MBAE6009	Advanced-Level Management Theories and Skills 高階管理理論與技能	3	13.5
MBAE6010	Management Accounting for Decision Making 決策管理會計	3	13.5

Module Codes	Module Titles	HSUHK Credits	QF Credits
Capstone Module (1 Module)			
MBAP6099	Capstone Project and Seminar Series 整合專案與研討會系列	3	13.5
Preparatory Modules (Optional, Non-Credit Bearing)			
MBAN6001	Chinese Language Enhancement 中國語文增補課程	N/A	N/A
MBAN6002	English Language Enhancement 英國語文增補課程	N/A	N/A
		30	**135**

4.3.2   To be eligible for graduation, students are required to:

(a)   complete a total of 10 modules (30 credits): 6 core modules (18 credits), any 3 out of 10 offered elective modules (9 credits), and the mandatory capstone module (3 credits); and

(b)   achieve a grade D or above in all modules; and

(c)   obtain a minimum cumulative GPA of 2.5.

4.3.3   The Operator provided the Panel with the following information related to the programme structure and content for the Programme:

(a) Study plans for full-time and part-time modes;

(b) Module Outline of each Module in the curriculum; and

(c) Sample learning and teaching materials of selected modules

4.3.4   The Panel noted that the module MBAE6004 ESG Strategies and Business Sustainability is planned to be offered as an elective rather than a core module. Given that the integration of Environmental, Social, and Governance (ESG) principles is highlighted as a distinctive feature of the Programme and forms a key element of the capstone project, the Panel expressed concern that students who do not choose this elective will be disadvantaged and potentially less prepared to undertake the capstone project. In response, the Operator explained that ESG concepts are embedded across a range of core modules and elective modules, rather than being confined to the designated ESG-themed module, to ensure that students acquire both theoretical understanding and practical skills in ethical, sustainable, and responsible business practices. The Operator further clarified that the MBAE6004 ESG Strategies and Business Sustainability module is designed for students wishing to deepen their expertise in the area, and that all students would

nonetheless be adequately equipped to undertake the capstone project.

4.3.5 During the site visit, the Operator provided supplementary information to demonstrate how ESG concepts are embedded throughout the curriculum. The Panel acknowledged the Operator's delivery plan and agreed that positioning the ESG-themed module alongside other elective modules was appropriate. However, the Panel observed that the module outlines did not sufficiently reflect the comprehensive integration of ESG concepts. As a result, the Panel **recommended** that the Operator should ensure the coverage of ESG concepts across the curriculum is comprehensively articulated in the module outlines to facilitate holistic delivery and appropriate assessments across the Programme.

4.3.6 Notwithstanding the above recommendation, from the review of information provided and the discussions with the Operator's representatives and external stakeholders, the Panel formed the view that the structure and contents of the Programme are coherent and appropriate, and can facilitate students to achieve the stated learning outcomes.

MA-AB

4.3.7 The MA-AB programme is a one-year full-time or two-year part-time master's degree programme, delivered across two semesters. It consists of five core modules and three elective modules, totalling 108 QF credits. The detailed programme structure is outlined in the following table:

Module Codes	Module Titles	HSUHK Credits	QF Credits
Core Modules (5 Modules)			
AB6001	Art Law 藝術法	3	13.5
AB6002	Art Exhibition and Promotion 藝術品展覽與推廣	3	13.5
AB6003	Fundamentals of Art Appreciation and Collection 藝術品鑒賞與收藏	3	13.5
AB6004	Sale and Marketing of Art 藝術品銷售與營銷	3	13.5
AB6005	Art Practice: Site Visit and Field Research 藝術實踐：現場訪問與實地研究	3	13.5
Elective Modules (Choose 3 Modules)			

AB6101	Valuation of Art 藝術品的估值	3	13.5
AB6102	Business of Art Appreciation and Collection 藝術品鑒藏與商業機遇	3	13.5
AB6103	Introduction in Art History and Development of Chinese Painting and Calligraphy 藝術史概論及中國書畫藝術發展史	3	13.5
AB6104	Art Curation and Research 藝術品策展與研究	3	13.5
AB6105	Business Management of Art Assets 藝術資產商業管理	3	13.5
AB6106	Art Practice: Dissertation 藝術實踐：論文	3	13.5
		24	**108**

4.3.8   To be eligible for graduation, students are required to:

   (a)   obtained a grade D in at least 24 credits (8 modules), including all core modules;
   (b)   obtain a cumulative GPA of at least 2.0.

4.3.9   The Operator provided the Panel with the following information related to the programme structure and content for the Programme:

   (a) Study plan for full-time and part-time modes;
   (b) Module Outline of each Module in the curriculum; and
   (c) Sample learning and teaching materials for selected modules.

4.3.10 Having considered the above information and discussions with the Operator, the Panel held the view that the structure and content of the Programme are appropriate and would enable students to achieve the stated learning outcomes and meet the programme objectives.

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 assessing the attainment of the intended learning outcomes.

MBA(C)

4.4.1 The programme employs a range of learning and teaching activities, such as lectures, tutorials, case studies, class discussions, individual and collaborative projects, presentations and computer software applications. The Programme's designated medium of instruction (MOI) is Putonghua. However, local or overseas fieldwork and/or site visits may adopt Cantonese supplemented by Putonghua.

4.4.2 The Operator provided the Panel with the following information related to the learning, teaching and assessment for the Programme:

(a) Module Outline of each Module in the curriculum;
(b) Sample learning and teaching materials for selected modules; and
(c) Sample assessments with assessment rubrics.

4.4.3 The Panel noted that the Programme adopts the Harvard Action Learning Approach as its guiding pedagogical principle. However, during the site visit, when inviting teaching staff representatives to share their understanding of this approach, the Panel observed varying levels of comprehension among the staff. The Panel expressed concern that this inconsistency could impede the effective and consistent application of the approach across modules. In light of this, the Panel put forward the following pre-condition:

MBA(C)

Pre-condition

The Operator is to provide appropriate support to teaching staff of this Programme to ensure a shared and comprehensive understanding of the pedagogical principles and approaches adopted for the Programme, to support its effective application throughout the Programme.

For the fulfilment of the above pre-condition, the Operator is to submit an implementation plan to HKCAAVQ setting out the relevant pedagogical training for teaching staff and how the training activities are considered appropriate in achieving the shared and comprehensive understanding of the relevant pedagogical principles and approaches on or before **17 September 2025**.

4.4.4 In terms of assessments, a range of methods will be adopted in the Programme, including class participation, assignments, individual or

group projects, presentations, case studies and examinations, etc. The Operator proposed a change in the assessment weighting for MBAE6004 ESG Strategies and Business Sustainability for the weighting of examination by reducing the examination component from 50% to 40%. The weightings for assignment(s)/projects and presentations would increase from 25% to 30% and from 15 to 20% respectively. The Panel considered the proposed change appropriate.

4.4.5 The Panel sought clarification from the Operator regarding the assessment components for MBAP6099 Capstone Project and Seminar Series and their respective weightings. The Operator confirmed that the Capstone Project constitutes 80% of the overall assessment, divided equally between the presentation (40%) and the written report (40%); and the Seminar Series comprises the remaining 20%, with seminar participation and reflective journals each accounting for 10%.

4.4.6 The Panel reviewed the sample assessments of the Programme and considered that they demonstrated relevant academic standards aligned with QF Level 6.

MA-AB

4.4.7 The programme employs a range of learning and teaching activities, such as lectures, tutorials, projects, case studies, field studies, guest speakers, presentations and company visits. The Programme's designated MOI is Putonghua.

4.4.8 The Operator provided the Panel with the following information related to the learning, teaching and assessment for the Programme:

(a) Module Outline of each Module in the curriculum; and
(b) Sample learning and teaching materials for selected modules; and
(c) Sample assessments with assessment rubrics.

4.4.9 The Panel noted, from the accreditation documents and discussions with representatives from the Operator during site visits, that the Programme is practice-based and supported by a range of learning and teaching activities, including guest speaker sessions, case studies, and field visits to auction houses, commercial art galleries, exhibitions, art fairs, and artists' studios, etc. In addition, summer internship opportunities are available to students on a non-credit bearing basis. The Panel was of the view that these activities will

effectively enhance students' understanding of art business in the real world.

4.4.10 In terms of assessments, a range of methods will be adopted in the Programme, including class participation, assignments, individual or group projects, presentations and term papers, etc. The Panel reviewed the sample assessments of the Programme and considered that they demonstrated relevant academic standards aligned with QF Level 6.

4.4.11 In consideration of the information above and the discussions with various stakeholders, the Panel formed the view that the learning, teaching and assessment activities designed for the Programme are appropriate 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.

MBA(C)

4.5.1 The Operator provided the following information on the programme leadership and staffing resources for the Programme:

(a) Teaching staff profile;
(b) The identified teaching staff of each module;
(c) Teaching staff recruitment plan; and
(d) Staff development activities.

4.5.2 The Panel noted that some current staff assigned to teach the MBA(C) Programme and supervise Capstone Projects also have teaching and project/dissertation supervision responsibilities for other programmes. While the Operator has initiated a recruitment plan to hire additional teaching staff to assume most of the teaching duties of this Programme, the Panel expressed concern about the overall workload of existing teaching staff given the potentially large student cohort. The Operator highlighted that according to the

University's policy, each project/dissertation supervisor would oversee a maximum of eight capstone projects/dissertations to ensure effective student support. Furthermore, teaching staff may also be assigned to supervise projects/dissertations across programmes, thereby enhancing flexibility and capacity in staff deployment. However, considering the potentially large student enrolment and consequent increase in class offerings, the Panel **recommended** that the Operator ensure the sufficient deployment of qualified teaching staff for the Programme and closely monitor their workloads to maintain the learning and teaching quality.

4.5.3   The Panel reviewed the list of staff development activities undertaken by designated teaching staff during AY2022/23 and AY2023/24 and opined that participation in ESG- and AI-related activities could be further enhanced, considering the emerging trends in these areas and their relevance to the curriculum. Therefore, the Panel **recommended** that the Operator should facilitate teaching staff's participation in ESG- and AI-related professional development activities to ensure that they keep abreast of the latest developments and emerging trends in the fields.

MA-AB

4.5.4   The Operator provided the following information on the programme leadership and staffing resources for the Programmes:

(a)   Teaching staff profile;
(b)   The identified teaching staff of each module;
(c)   Teaching staff recruitment plan; and
(d)   Staff development activities.

4.5.5   The Panel noted from the Operator's staff deployment plan that only one full-time staff member is currently qualified to teach each of the modules of Art Law, Fundamentals of Art Appreciation and Collection, and Valuation of Art, and the Operator plans to recruit part-time teachers to address the teaching needs of these modules. However, given the Programme's small-class teaching arrangement and the possibility of additional classes arising from actual student enrolment, the Panel **recommended** that the Operator should ensure the sufficient deployment of qualified teaching staff for the Programme.

4.5.6   The Panel and the Operator agreed that certain art business topics, such as auctions, embedded within various modules are highly specialised. Although the Panel recognised the expertise of teaching staff across various art or art business areas, it also identified the

need, and benefits, of involving experts with direct industry experience to support the teaching and learning of these specialised topics and bring workplace knowledge and practical advice to the classroom. The Operator agreed that engaging practitioners is necessary to meet the teaching need and it is within the Programme's plan. However, as details have yet to be developed to ensure the implementation, the Panel put forward the following pre-condition:

<u>Pre-condition</u>

The Operator is to ensure the engagement of industry practitioners / teaching staff with the necessary expertise and experience to meet the teaching needs of specialised art business topics, such as auction. The Operator is to submit a plan for the recruitment and appointment of industry practitioners / teaching staff, with detailed information on relevant modules, specialised topics within those modules and potential industry practitioners / teaching staff, to HKCAAVQ for the fulfilment of the above requirement **<u>on or before 17 September 2025</u>**.

4.5.7 The Panel was presented with a summary of staff development activities completed by designated teaching staff over the academic years 2022/23 and 2023/24. Upon review, the Panel considered that the teaching staff have demonstrated consistent involvement in professional development activities.

<u>Both Programmes</u>

4.5.8 The Panel reviewed the profiles of the teaching staff responsible for delivering the Programmes, which included their academic and professional qualifications, relevant work experience, professional development activities, research and publications, as well as staff deployment details specifying the modules they are assigned to teach. Based on this review, the Panel considered that the teaching staff possess the necessary expertise and experience to deliver the modules. However, during the site visit meetings with teaching staff, the Panel observed that the Putonghua proficiency of some staff members could be further enhanced to support effective programme delivery. In light of this, the Panel **recommended** that the Operator should establish a relevant mechanism to evaluate the Putonghua proficiency of teaching staff and provide necessary support to ensure that those assigned to teach the Programme are adequately prepared to deliver the Programme effectively in Putonghua.

4.5.9   Notwithstanding the above recommendation, the Panel was of the view that the provision of staff is generally appropriate for the effective delivery of the Programmes.

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.

Both Programmes

4.6.1   The Operator provided the Panel with the Income and Expenditure Projection for the two Programmes covering the period from AY2026/27 to AY2030/31. Based on the information provided, the Panel considered that the operations of the Programmes are adequately supported in terms of financial resources and remain financially viable.

4.6.2   Regarding physical resources, the Operator provided the Panel with information on its learning, teaching, and enabling resources, including journals, electronic databases, software, laboratory and studios, etc. relevant to the delivery of the Programmes.

4.6.3   During the site visit, the Operator provided a tour and presentation showcasing library resources and programme-specific facilities to support students' learning, including the followings:

MBA(C)
▪ Computer Laboratory
▪ Centre for Innovation and Entrepreneurship
▪ Financial Trading Laboratory

MA-AB
▪ Critique Room
▪ Art and Design Studio
▪ 3D and Material Lab
▪ AV Lab

4.6.4   Regarding career support, the Panel was given to understand the two Programme teams will work closely with the University 's Student Affair Office to provide tailored career support. Additionally, the MA-AB programme will implement a student-consultative system, where

each full-time faculty member will be assigned a small group of students. These students can consult their assigned mentors for guidance on career development.

MA-AB

4.6.5   Although the medium of instruction for the Programme is Putonghua, the Operator confirmed that English language enhancement support will be provided to students, including a glossary of key terminologies, tailored English learning resources, practice materials, and workshops focused on English for art business communication. The Panel **advised** that the Operator should ensure students receive robust, discipline-specific English language support to better equip them for future employment.

4.6.6   The Panel expressed concern regarding potential constraints on inviting professionals from English-speaking countries as guest speakers, given that Putonghua is the Programme's primary MOI. The Operator clarified that the MOI policy does not restrict the capacity to invite and engage guest lecturers who may deliver their talks in other languages. To address language barriers, arrangements can be made to hire professional simultaneous interpreters from the School of Translation and Foreign Languages, or to utilise lecture platforms with built-in translation functions. The Operator further explained that, since the onset of COVID-19, they have consistently provided this service for all public lectures.

4.6.7   During the site visit meetings, teaching staff representatives shared their views on learning resources highlighting the potential value of certain databases/platforms such as Artnet and Artprice, which are not currently available, as learning and teaching resources for the Programme, particularly in supporting market trend analysis. The Panel acknowledged these suggestions and **advised** the Operator to review the learning resources in a timely manner and identify necessary enhancements.

4.6.8   From the review of information provided and the discussions with the University's representatives and external stakeholders, the Panel considered that the Operator was able to provide learning, teaching and enabling resources that were appropriate and sufficient for the delivery of the Programmes.

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.

Both Programmes

4.7.1   The Operator provided the Panel with the following information to demonstrate that it has a system in place to monitor and review the development and performance of the Programme on an ongoing basis:

(a)   HSUHK Quality Assurance Manual for Taught Postgraduate Programmes;
(b)   Extracts from meeting minutes of Programme Development Committee, School Board, Graduate Studies Committee and Academic Board;
(c)   Report of the Independent Review Panel (IRP) Meeting; and
(d)   Profiles of Module Vetter, Module Vetter Reports and the Operator's response.

4.7.2   Upon reviewing the above information, the Panel noted that the Operator has an established quality assurance system for the development, monitoring and continuous improvement of its academic programmes. Concerning the development of the two Programmes, the Panel considered that the Operator has followed the stipulated internal procedures at various levels. The modules of the two Programmes had been duly vetted, the recommendation from the module vetters and IRP had been addressed, and the programme approval had been followed through.

4.7.3   The Panel noted that mechanisms are in place to collect feedback from various stakeholders. Feedback and recommendations from external advisors have been captured in the IRP Report. Students' evaluations and feedback on modules and teaching will be gathered at the end of each semester, while feedback on the overall programme learning experience will be collected via the Graduate Exit Survey at the end of the final year. External Examiners' comments will be recorded in the External Examiners' Reports. Feedback from staff, students, and external stakeholders such as External Examiners, advisors, and alumni will be collected and documented in the Annual Programme Report.

MBA(C)

4.7.4 With reference to the Programme's student admission criteria as outlined in Para. 4.2.3, and in balancing the Operator's intention to admit students from diverse backgrounds while ensuring the achievement of learning outcomes, the Panel **recommended** that the Operator should implement ongoing monitoring and systematic tracking of the academic progress and performance of students, especially those without prior academic or professional experience, to ensure timely and effective support is provided.

Both Programmes

4.7.5 Notwithstanding the above recommendation, from the review of information provided and the discussions with the Operator's representatives and external stakeholders, the Panel considered that the Operator has an appropriate quality assurance system in place to monitor and enhance the quality of the Programmes.

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 (https://www.elegislation.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 https://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.

Ref: 56/47/01
July 2025
JoH/CQ/SaC/sac/cj

The Hang Seng University of Hong Kong

Learning Programme Accreditation for
(i) Master of Business Administration (in Chinese)
(ii) Master of Arts in Art Business

7-9 May 2025

Panel Membership

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Graduate Profile of
Master of Business Administration (in Chinese)

Qualification Title	Master of Business Administration 工商管理碩士
Qualification Type	Master Degree
QF Level	Level 6
Primary Area of Study and Training	Business and Management
Sub-area (Primary Area of Study and Training)	General Business Management
Other Area of Study and Training	Not Applicable
Sub-area (Other Area of Study and Training)	Not Applicable
Programme Objectives	1. Equip students with knowledge of business management and strategies within a Chinese and international context, thereby enhancing their proficiency in both regional and global business environments; 提升學生對中國及國際背景下商業管理與策略的知識掌握，使其能更有效應對區域與全球商業環境的挑戰; 2. Promote ethical leadership and corporate responsibility, aligning business practices with environmental, social, and governance (ESG) principles; 培養學生的倫理領導力與企業責任感，促使其推動符合環境、社會及管治（ESG）原則的商業實踐; 3. Develop proficiency in digital transformation, data analytics, and artificial intelligence (AI), with an emphasis on applying these technologies to support intelligent and critical decision-making in the evolving business landscape;

	培養學生在數碼轉型、數據分析及人工智慧（AI）技術方面的熟練能力，著重於運用這些技術支持智能與批判性決策，以有效應對不斷變化的商業環境；
	4. Strengthen understanding and integration of management theories and practices, particularly in diverse and inclusive workplaces; 深化學生對管理理論與實務的認識及整合能力，特別是在多元與共融的職場中靈活應用； 5. Foster critical and innovative thinking abilities, enabling students to solve complex business problems effectively. 培養學生的批判性與創新思維，使其能有效應對與解決複雜的商業問題。
Programme Intended Learning Outcomes	Upon completion of the Programme, students should be able to: 1. Critically evaluate business strategies and propose viable recommendations for enhancing sustainable development and the competitive advantages of businesses; 使學生能夠批判性地評估各種商業策略，並提出切實可行的建議，以推動企業的可持續發展並提升其企業競爭優勢； 2. Engage in ethical reasoning and sustainability principles to business management, showing commitment to corporate social responsibility; 將倫理推理及可持續性原則應用在商業管理上，展現對企業社會責任的承諾； 3. Utilise advanced technological tools and data analytics to optimise business strategies and operations; 利用先進的技術工具和數據分析來優化業務策略和營運； 4. Demonstrate competence in applying management theories to real-world scenarios, especially across diverse and inclusive norms and practices; 展示將管理理論應用於現實情境的能力，特別是在多樣化和包容性的規範和實踐中； 5. Apply critical, analytical, and innovative thinking to assess business management and operations, especially in Chinese-speaking environments. 運用批判性、分析性和創新性思維來評估商業管理和營運，特別是在中文環境中。
Education Pathways	Numerous local and overseas tertiary institutions offer advanced research or taught programmes in business and related fields, such as MPhil, PhD, and DBA, providing

	diverse academic advancement opportunities for graduates of the Programme.
Employment Pathways	Graduates will be well-prepared to assume high-level positions, utilising their advanced knowledge in business management, digital technology applications, and ethical leadership. The industries listed, including finance, technology, consulting, and non-profits, reflect the comprehensive and versatile training provided by the MBA (in Chinese). These career pathways are tailored to leverage the unique skills imparted by this MBA, enhancing graduate appeal to employers in both Chinese- speaking markets and global settings. Graduates may fill up the following posts: ▪ Business Development Manager ▪ Strategic Planner ▪ Financial Analyst ▪ Marketing Director ▪ Operations Manager ▪ Human Resources Director ▪ Sustainability Manager ▪ Entrepreneur/Startup Founder ▪ Corporate Social Responsibility (CSR) Manager ▪ Chief Technology Officer ▪ Risk Management Director
Minimum Admission Requirements	The minimum admission requirements of the MBA(C) programme are outlined below: a. Hold a bachelor's degree from a recognised university or equivalent; b. Fulfil one of the following Chinese language proficiency requirements: 　▪ Hold a recognised degree in which the medium of instruction is Chinese; or 　▪ Level 3 in Chinese Language of HKDSE; or 　▪ Chinese Language at Gaokao ≥100; or 　▪ Level 5 (第五級) in Hanyu Shuiping Kaoshi (HSK) (漢語水平考試); or 　▪ Other equivalent qualifications in Chinese language c. Fulfil one of the following English language proficiency requirements: 　▪ Hold a recognised degree in which the medium of instruction is English; or

	- English Language at HKDSE ≥ Level 3; or - English Language at Gaokao ≥ 100; or - TOEFL ≥ 525 (paper-based) or 79 (Internet-based); or - IELTS ≥ 5.5; or - CET-4 ≥ 425 d. Preferably have one year of professional work experience; and e. Achieve satisfactory performance in an admission interview conducted by the School of Business.
Operator	The Hang Seng University of Hong Kong 香港恒生大學

Graduate Profile of
Master of Arts in Art Business

Qualification Title	Master of Arts in Art Business 藝術商業文學碩士
Qualification Type	Master Degree
QF Level	Level 6
Primary Area of Study and Training	Arts, Design and Performing Arts
Sub-area (Primary Area of Study and Training)	Design and Other Creative Industries
Other Area of Study and Training	Humanities
Sub-area (Other Area of Study and Training)	Humanities
Programme Objectives	1. Impart advanced knowledge of Art Business, in both art appreciation and connoisseurship as well as the business and management of art trading; 傳授文化和藝術理論以及專業發展所需的高級知識和管理知識； 2. Acquire business and management skills, along with design thinking tools, to create value in Art Business management, as well as contribute to the development of enterprises; 獲得管理技能和藝術知識，增強藝術營銷與管理能力； 3. Cultivate students' abilities to create and innovate new models and practices in Art Business; 培養學生創造和創新藝術的新模式和實踐的能力； 4. Enhance students' ability to apply advanced knowledge in Art Business to address contemporary issues in the

	field, with a focus on case studies in the Greater China region; 提高學生運用藝術方面的管理知識解決該領域當代問題的能力，重點探討如何將策略應用於大中華地區的案例； 5. Cultivate among students a strong sense of sustainability, responsibility, and high commitment as responsible stakeholders of organizations. 培養學生對組織的可持續性、責任感和高度承諾的意識。
Programme Intended Learning Outcomes	Upon completion of the Programme, students are expected to be able to: 1. Synthesize diverse theories from art and design, art marketing, history, cultural and creative industries, cultural studies, and business research; 綜合藝術創意產業、文化研究、設計、藝術經營和商業研究的不同理論; 2. Apply research and practical skills in the development of Art Business, such as business model creation, project management, and evaluation methods; 運用商業模型創建、專案管理和評估方法等研究和實際技能，在藝術經營中發展; 3. Critically evaluate cutting-edge information, concepts, and evidence in the field, including Art Business practices in both global and local contexts; 批判性評估該領域前沿的資訊、概念和證據，如全球和本地藝術經營與管理實踐; 4. Apply advanced knowledge in Art Business to address various contemporary issues, especially to nurture students' cultural awareness to work in the Greater China region such as the strategies on the deployment of art assets, project curation, and venue branding; 將高級藝術經營與管理知識應用於各種當代問題，培養學生在大中華地區從事藝術商業的文化知識，如適用於拍賣行、畫廊等地方品牌推廣的策略; 5. Evaluate own contributions and responsibilities in assuring sustainability and in becoming responsible citizens, employees, business leaders, and business partners. 評估自己在確保可持續性、成為負責任的公民、雇員、商業領袖和商業夥伴方面的貢獻和責任。

Education Pathways	The University of Hong Kong	• MPhil/PhD in Art History • Master of Arts in Museum Studies • Master of Science in Conservation • Master of Social Sciences in Media, Culture & Creative Cities • Master of Arts in Literary and Cultural Studies
	The Chinese University of Hong Kong	• MPhil/PhD in Anthropology • Master of Arts in Fine Arts • MPhil/PhD in Chinese Art • Master of Arts in Cultural Management • Master of Arts in Visual Culture Studies • Master of Philosophy in Gender Studies • Master of Philosophy in Cultural Studies
	City University of Hong Kong	• Master of Arts in Creative Media • Master of Arts in Modern Asian Studies
	The Hong Kong Baptist University	• Master of Arts in Visual Arts • Master of Arts in Chinese Literature, Language and Culture • Master of Science in Marketing for the Creative Economy
	Lingnan University	• Master of Cultural Studies • MPhil/PhD in Cultural Studies • Master of Science in Arts Technology and Business
	HKUSPACE	• Master of Arts in Arts and Cultural Enterprise • Master of Arts in Museum Studies • Master of Science in Museum Studies

Employment Pathways	Manager / coordinator	In the management and planning aspects of auction houses and galleries
	Project manager / executive	Arts, culture, or project Management
	Administrative executive / professional	Arts, culture, administration/ policy in art collection, art dealership, architecture and design, history, tourism, arts, and cultural sectors
	Event / programme / exhibition curator	In the realms of Art Business, project management, non-profit organizations, and media/ creative industries

Minimum	The minimum admission requirements of the MA-AB programme are outlined below:

Admission Requirements	a. Hold a bachelor's degree from a recognised university or equivalent; b. Fulfil one of the following Chinese language proficiency requirements: ▪ Hold a recognised degree in which the medium of instruction is Chinese; or ▪ Level 3 in Chinese Language of HKDSE; or ▪ Chinese Language at Gaokao ≥100; or ▪ Level 5 (第五級) in Hanyu Shuiping Kaoshi (HSK) (漢語水平考試); or ▪ Other equivalent qualifications in Chinese language c. Achieve satisfactory performance in an admission interview conducted by the Humanities and Social Science.
Operator	The Hang Seng University of Hong Kong 香港恒生大學