

Department of
Business Services
& Management

Higher Diploma in **Enterprise Management**

Course booklet 03/04



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Foreword

Welcome to this new module accumulation based course. This booklet is invaluable to you as it presents in some detail an overview of the Course for which you are enrolled.

Generally, you will find that this booklet tells you:

- (1) how the course is managed and the framework within which it is regulated. Such awareness helps you steer your study;
- (2) what modules will be offered for your selected course of study and related rules for their registration;
- (3) which assessments and examinations you will have to sit for and how they will be regulated; and
- (4) what conditions you must fulfill in order to progress so as to qualify for the award of a Higher Diploma.

The above information is most important. You are therefore strongly urged to read the booklet carefully and keep it available for future reference.

Finally may I take this opportunity to wish you every success in your study.

Ms Evon Ying
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1. Course Objective

To give students a good appreciation of the business information systems, corporate administration and transport & logistics disciplines which provide a good academic and vocational foundation for a career in their fields.

2. Course Management

The Course is under the Course Board in Tsing Yi Nexus. It is formally established as an executive committee for the conduct of the Course. The purpose and composition of the Board are as provided in the validated Course Scheme.

A Course Team is established for each course. The team, organised and led by the Course Leader, is the executive arm to help him/her discharge the respective duties and responsibilities. Module Leader and Lecturers in each module are responsible for the delivery of that module, including teaching, consulting, and assessment.

Students having problems in a module shall approach the Module Lecturer or the Module Leader. Communication from students regarding the conduct of the Course shall be made through an elected Class Representative to the Course Leader.

A Part-time Course Co-ordinator is appointed by the Department to oversee all administrative work in relation to the operation of part-time courses.

3. Registration/Deregistration in Modules and Withdrawals

Students are required to study at least 2 modules in their first year of registration. They will indicate the number of modules they intend to study in their application. Successful applicants will be assigned to the modules subject to arrangements to maximize the utilization of resources. If one module is the prerequisite of another module, a student will have to register in these modules in the appropriate sequence. A student will be de-registered from a module if he is absent from that module for 4 consecutive teaching weeks without informing the Department. A student shall be deemed to have unofficially withdrawn from the Course if, without prior approval of the Course Leader, he/she is not present for scheduled course activities for a period of 4 consecutive teaching weeks.

A student may enrol to a specific module on a maximum of two occasions. A student failing to pass a module after being enrolled on it twice will normally be required to withdraw from the Course.

Towards the end of the academic year, students will be asked to indicate the number of modules they intend to take in the next academic year. After the first year, students are allowed to have periods during which they do not take any module. These periods will be counted in calculating the number of years the student takes to complete the Course. Students should complete the Course within 5 years. A student who fails to meet this time scale shall be required to withdraw from the Course. A student may officially withdraw from the Course by notifying the Course Leader in writing of the intention to do so.

4. Assessment and Examination

Assessment and examination are as much a matter of collective judgment as of calculation, and it is intended that assessment and examination regulations in this booklet will be applied with that philosophy in mind. These regulations comply with the General Academic Regulations (GAR) of the Hong Kong Institute of Vocational Education (HKIVE). The Board of Examiners (BOE) is generally empowered to make decisions on special cases. However, all decisions will require the ratification of the Institute of Vocational Education Academic Board (IVE-AB). Should any discrepancies be found between the course regulations and the GAR, the latter will prevail.

All examinations will be conducted in accordance with the regulations laid down by the Institute. The BOE for the Course will meet as and when necessary to discuss matters in connection with examinations.

Examinations will be conducted upon completion of each semester. Examination results and the exact dates of their announcement will be posted on student notice board. It is the responsibility of students to check both the announcement dates and the results on the student notice board.

5. Continuous Assessment

Students' academic work will be assessed regularly. Continuous assessment may include quiz, open book test, class work, assignment, case study and laboratory work.

6. Submission of Assignments

Students are required to submit their assignments on time according to the date and time set by the Module Lecturers. The department has the following late submission penalties:

Deadline exceeded by	Outcome
1 calendar day	Marks reduced by 20%
2 calendar days	Marks reduced by 50%
3 calendar days	Assignment not accepted

7. Module Mark and Module Grade

A Module Mark is the overall assessment of a student's achievement in a module and is based on a variety of forms of assessment, as described in the validated Course Scheme and prescribed by the Module Lecturer(s).

The Grade Transcript is a report of the performance of a student at the end of a year, after any reassessment or additional work, expressed in the form of Module Marks or Grades achieved in the modules studied since his/her first enrolment on the Course.

8. Progression, Re-Enrolment and Award

The minimum pass mark for a module is 40%, with 40% as the minimum requirement in each different form of assessment as detailed in the validated Course Scheme.

The performance of a student in a module will be reviewed at a BOE meeting held at the end of the module. When a student fails to obtain the minimum pass mark in any form of assessment for a module, he/she will be required to satisfactorily complete additional work and/or pass a supplementary examination. Should the student fail the additional work and/or supplementary examination, he/she may, at the discretion of the BOE, be allowed to re-enrol in the failed module subject to places available. Students may not be allowed to re-enrol a module on more than one occasion.

In order to be eligible for an Award a student must have satisfactorily completed modules worth 450 class contact hours in 2 to 5 years. Upon completion of all necessary modules for the Course, the performance of the student will be reviewed at a BOE meeting held at the end of the academic year when the level of Award will be recommended.

A Higher Diploma Award shall normally be classified according to the recipient's Final Average (FA) as follows:-

Classification of Awards

Classification	Range of FA
Distinction	$75 \leq FA$
Credit	$65 \leq FA < 75$
Pass	$40 \leq FA < 65$

The Final Average (FA) is a summation of Module Marks obtained whilst enrolled on the Course, weighted by their Module Contribution (C), calculated at the end of the Course and is defined as:-

$$FA = \frac{\sum M_i N_i C_i}{\sum N_i C_i}$$

where M_i is the Module Mark;
 N_i is the Module Value;
 C_i is the Module Contribution and
 i relates to the i^{th} Module

9. Appeals

A student may appeal the decision of a BOE, and/or the rulings of a Disciplinary Board on an allegation of cheating in line with the Appeals Regulations approved by the IVE-AB. Appeals must be received within 7 days after the announcement of the results.

Course Structure

Module Titles	Pre-requisite	Offered in 03/04	Module Value *	Module Contribution	C. A. (%)	Exam (%)	Total (%)
Business Information Sys. Related							
Accounting Information Systems	Y	√	0.75	1	100	--	100
Business Systems Development	Y		0.75	1	100	--	100
Business Systems Project	Y		1.5	1	100	--	100
Customer Relationship Marketing	Y	√	0.75	1	40	60	100
Electronic and Internet Marketing	Y	√	0.75	1	100	--	100
Internet for Business Applications	Y		0.75	1	100	--	100
Law for Business and Computing	N	√	0.75	1	40	60	100
Multimedia Web Applications	Y	√	0.75	1	100	--	100
Network Management	Y		0.75	1	100	--	100
Web Publishing for Business	N	√	0.75	1	100	--	100
Corporate Administration Related							
Advanced Corporate Accounting	Y	√	0.75	1	40	60	100
Adv. Corporate Compliance Practice	Y	√	0.75	1	40	60	100
Advanced Management Accounting	Y		0.75	1	40	60	100
Business Communication	Y	√	0.75	1	100	-	100
Corporate Administration Project	Y		1.5	1	100	--	100
Corporate Finance	N	√	0.75	1	40	60	100
Management Principles and Practice	N	√	0.75	1	40	60	100
Project Management	N	√	0.75	1	100	-	100
Supervisory Management	N	√	0.75	1	100	-	100
Transport & Logistics Related							
Human Resources Management	N	√	0.75	1	40	60	100
I/E Procedures and Documentation	N	√	0.75	1	40	60	100
International Logistics Management	N	√	0.75	1	40	60	100
Law of Business and Carriage	N	√	0.75	1	40	60	100
Logistics Management	N	√	0.75	1	40	60	100
Managing Transport Operations	N	√	0.75	1	40	60	100
Shipping Practices	N	√	0.75	1	40	60	100
Transport & Logistics Project	Y		1.5	1	100	--	100
Transport Economics	Y	√	0.75	1	40	60	100
Transport Planning and Practices	N	√	0.75	1	40	60	100

* One Module Value normally means 60 class contact hours (i.e. 0.75 Module Value is equivalent to 45 class contact hours). A student must have satisfactorily completed modules worth 7.5 Module Values (i.e. 450 class contact hours) to be eligible for the award.

Course Duration

2 to 5 years of part-time evening study

Remark: The Course Structure and therefore the Modules to be offered will be subject to change.