THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title : Master of Public Policy and Management
Programme QF Level : 6
Course Title : Quality Assurance and Management in Higher Education
Course Code : PPG6019
Department : Department of Asian and Policy Studies
Credit Points : 3
Contact Hours : 39
Pre-requisite(s) : Nil
Medium of Instruction : EMI
Course Level : 6

Part II

The University’s Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short “PEER & I”):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
1. **Course Synopsis**

Internationalization in the higher education sector and growing interest in evidence-based policy making have resulted in an increasing demand for accountability, transparency and the development of quality assurance frameworks that can provide on-going assessment of teaching and research quality along with administrative and institutional management capacity. These include the emplacement of administrative and management protocols for the management of student well-being, the student learning environment, professional development, and institutional capacities to manage unforeseen events or changes in the external environment that impact resources, governance and the systemic integrity of the sector. As part of the emergence of quality assurance systems, risk management has thus become an integral feature for higher education institutions including the development risk monitoring, mitigation and management strategies and otherwise seen as integral to overall quality enhancement.

This course introduces students to a range of managerial and institutional policy instruments used in the development and operation of Quality Assurance procedures and in the development of institutional and management tools designed to prepare for, and meet the needs of, crisis events, crisis planning and management. The course introduces students to the theories and applications of crisis management philosophies and approaches and quality assurance and governance in the public service sector generally and the higher education sector in particular. The course also focuses on the practical aspects of quality assurance and crisis management in the context of public relations, strategic communications, and the management of risk events, risk perceptions and risk recovery, as well as the practical aspects of quality assurance and quality enhancement at the institutional level.

2. **Course Intended Learning Outcomes (CILOs)**

*Upon completion of this course, students will be able to:*

- **CILO1**: Discover the definition and categorize quality assurance and crisis management.
- **CILO2**: Develop an understanding of the theories and principles of quality assurance in higher education sector.
- **CILO3**: Analyse and develop the importance of crisis planning, prevention, response, and recovery.
- **CILO4**: Collaborate with peers to prepare, conduct and critique group research on cutting-edge topics on Crisis management and quality assurance.
- **CILO5**: Communicate critically the findings and analysis of the group research project both orally and in writing.

3. **Content, CILOs and Teaching & Learning Activities**

<table>
<thead>
<tr>
<th>Course Content</th>
<th>CILOs</th>
<th>Suggested Teaching &amp; Learning Activities</th>
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</thead>
<tbody>
<tr>
<td>An overview on crisis management and governance, recognizing critical</td>
<td>CILO1-2</td>
<td>Lectures: Presentation and discussion of the frameworks, concepts, practices</td>
</tr>
</tbody>
</table>
distinctions between different types of crisis and ensuring appropriate accountability, both during and after crisis events.

Develops the theoretical and applied background to crisis matrix and response models-issues. **CILO** 1-3

An understanding on the relationship between “disaster” and “crisis” and an overview of Crisis Management flow. **CILO** 1-5

### 4. Assessment

<table>
<thead>
<tr>
<th>Assessment Tasks</th>
<th>Weighting (%)</th>
<th>CILOs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(a) Seminar Presentation and Discussion</strong></td>
<td>30%</td>
<td>CILO 1-5</td>
</tr>
<tr>
<td>Students are required to work as a team and make a presentation; prepare questions and ideas for discussion; and encourage active participation among other members of the class.</td>
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<tr>
<td><strong>(b) Class Discussion and Participation</strong></td>
<td>20%</td>
<td>CILO 1-5</td>
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<tr>
<td>Students are expected to read relevant readings before s/he attends the seminars and must participate actively in the discussion.</td>
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<tr>
<td><strong>(c) Individual Essay</strong></td>
<td>50%</td>
<td>CILO 1-5</td>
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<tr>
<td>Written presentation of information and argument in a systematic and coherent manner.</td>
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### 5. Required Text(s)


### 6. Recommended Readings


7. Related Web Resources

<table>
<thead>
<tr>
<th>Name of the Web Page</th>
<th>Web Link</th>
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<tbody>
<tr>
<td>International Association for Impact Assessment</td>
<td><a href="http://www.iaia.org/default.aspx">http://www.iaia.org/default.aspx</a></td>
</tr>
</tbody>
</table>

8. Related Journals

<table>
<thead>
<tr>
<th>Name of the Journal</th>
<th>Web Link (if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advances in Developing Human Resources</td>
<td>N/A</td>
</tr>
<tr>
<td>Environmental Impact Assessment Review</td>
<td>N/A</td>
</tr>
<tr>
<td>Impact Assessment &amp; Project Appraisal</td>
<td>N/A</td>
</tr>
<tr>
<td>Journal of Management Education</td>
<td>N/A</td>
</tr>
<tr>
<td>Quality Assurance in Education</td>
<td>N/A</td>
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9. Academic Honesty
The University adopts a zero tolerance policy to plagiarism. For the University’s policy on plagiarism, please refer to the Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students (https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89). Students should familiarize themselves with the Policy.

10. Others

Nil

Updated as of 6 Jan 2019