### SURVEY OF DISTANCE EDUCATION IN HONG KONG

## COUNTRY PROFILE

A British crown colony located off the southern coast of Kwangtung Province, People's Republic of China, comprising the island of Hong Kong and adjacent islets, Stonecutter Island and the Kowloon Peninsular on the mainland, as well as the New Territories (covering a portion of the mainland, Lan Tao Island, and more than 230 islands that were leased from China in 1898 for 99 years and will be totally under the PRC's rule in 1997). Hong Kong has an area of 410 square miles (1,060 square kilometres) bordered by the mainland China to the North, and the remaining borders are on the South Sea. The capital, Victoria, is located on the island of Hong Kong.

Economy, Population and Demography: A market economy based on light industry and thriving international trade. The GNP has experienced steady growth totalling US\$13,600 million in 1980; per capita income totalled \$4,220. Agriculture accounts for only 1% of the GNP and employs less than 3% of the labour force. The main source of food imports is China. Hong Kong has a population of 6.1 million (1991) with the growth rate of 1.8%. About 99% of the people of Hong Kong are Chinese with most of them coming from the neighboring Chinese provinces of Kwangtung and Fukien. The most numerous of the regional groups are the Cantonese, who inhabit both the rural and urban areas. The major non-Chinese elements in the population are from the Commonwealth countries, United States, Portugal and Japan.

Language of Instruction:

English and Chinese.

Educational System:

Hong Kong educational system consists of primary school, secondary school, post secondary colleges, universities, professional colleges, and technical vocational training institutes. All higher educational institutes, despite their reliance on Government grants, are autonomous and accept students from all over Hong Kong. They are not directly controlled by Government and are accessible to all citizens of the territory irrespective of areas of residence.

Communication Infra-structure:

Hong Kong has complete communication and telecommunication facilities for radio and TV broadcasts, printing facilities (over 3,100 printing factories), telephone, and postal services (through over 100 post offices handling a daily total of 1.55 million letters and parcels as well as speed-post service available to over 360 cities world wide).

## OVERVIEW OF DISTANCE EDUCATION:

Although DE is traditionally used where the wide diffusion of the population poses difficulties of logistics and resources for conventional teaching methods, it is considered well-suited to Hong Kong where overcrowding makes provision of conventional teaching difficult and long working hours make desirable the flexibility in timing provided by DE. The current provision of DE at the various educational levels is increasing both through educational institutions and through radio and television broadcasts.

At primary and secondary levels, formal education courses are offered by the Adult Education Section of the Education Department and by various voluntary agencies in the form of education television activities (ETV).

At the post-secondary and tertiary level, DE is provided by various colleges, universities, and institutes. By 1991, more than forty institutions offered DE programmes. Of these thirty-plus were programmes of overseas institutions. Local institutions providing access to distance learning include: School of Professional and Continuing Education, University of Hong Kong (1956); the School of Continuing Education, Hong Kong Baptist College (1975); the Open Learning Institute (1989); Extra-Mural Studies Department, The Chinese University of Hong Kong; the Center for Continuing Education, City Polytechnic of Hong Kong (1991); and the Hong Kong Polytechnic. Among these only the Open Learning Institute is dedicated and legislatively empowered to teach and award credits and qualifications through distance education.

Factors Leading to Establishment of DE Programmes: (1) A large reservoir of persons whose educational standards do not match either their expectations, their potential, or their social and financial position; (2) Increasing prosperity of the territory with the consequent demand for more opportunities to obtain personal fulfillment through additional education; and (3) Strong emphasis traditionally placed on education attainment by local society.

Year of Establishment:

Although distance education was implemented as early as in 1956 by the Extra-Mural Department (now known as the School of Professional and Continuing Education of the University of Hong Kong, the first and the only institution that is dedicated and legislatively empowered to teach through distance education is the Open Learning Institute (OLI) which was established in June, 1989.

Media for Distance Education:

A variety of multi-media as approach depending on levels and types of DE programmes and institutions. General, DE media packages include Self-Study printed media, radio/TV programmes, informal contact sessions, telephone tutorials, and other AV media.

Sources of Financial Supports:

(1) The Hong Kong Government for the provision of various programmes, mainly primary and secondary levels through the Education Department; (2) Non-government organizations, with subsidy from the Government (e.g the retrieval courses under the Adult Education Subvention Scheme provided by more than 50 organizations); and (3) Non-government organizations for self-financing programmes.

Trends of Development in Distance Education:

On the upward trend, especially at the tertiary level since less than 10% of the 17-20 age group can obtain a first year degree place in conventional institutions. There remain also those who are prevented by age and/or lack of required formal academic qualifications from taking up conventional tertiary education.

Legal Status:

Fully supported by respective laws and regulations governing various DE institutions.

Aims:

To provide education to those who have been denied the opportunity of further education when they left school; those who discover an interest in, or a use for, further education later in life; and those who wish to be re-trained in order to change their career or vocational skills.

Control and Management:

At the primary and secondary level, DE programmes are, to a certain level, under the Education Department as the financial supporting agency and controlled by individual programmes and institutions with subsidies from the Government.

Instructional System:

Varies from institution to institution. At the tertiary level, students study from printed materials, listen to audio-cassettes/radio programmes, view TV/video programmes, attend tutorials (telephone and face-to-face), and perform practical work. Some institutions make use of DE media packages produced overseas such as from the British Open University.

Geographical coverage:

Nation-wide coverage.

Enrollment in DE Programmes:

At the tertiary level, the Open Learning Institute of Hong Kong (OLI-HK) has the highest enrollment (17,800 by 1992) followed by that of the University of Hong Kong's School of Professional and Continuing Education (approximately 2,500 in 1993).

International Affiliation and Cooperation:

ICDE, COL, AAOU (all applies only to the OLI-HK). Association of A commonwealth Universities.

Problems and Constraints:

Lack of courses in certain levels such as at Sixth Form and the insufficient provision for degree level studies.

# LIST OF DISTANCE EDUCATION INSTITUTIONS:

- 1. School of Professional and Continuing Education, University of Hong Kong(1956)
- 2. School of Continuing Education, Hong Kong Baptist College (1975)
- 3. East Asia Open Institute, English School of Undergraduate Studies (1982)
- 4. Open Learning Institute (1989)
- 5. Center for Continuing Education,\*
  City Polytechnic of Hong Kong (1991).
- 6. Extra-Mural Studies Department,
  The Chinese University of Hong Kong.

<sup>\*</sup>DE programmes just started.

## SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION UNIVERSITY OF HONG KONG

## INSTITUTIONAL DATA

Year of

1956.

Establishment:

Name of Head:

Professor Lee Ngok

Position:

Director

Address:

7th Floor, Knowles Building

Pokfulam Road, HONG KONG.

Telephone:

859-2780

Fax:

559-7528.

Nature of institution:

Conventional institution with distance teaching programmes.

**Educational levels** 

1.Diploma/Certificate

provided for

2. First Degree

**DE programmes:** 3.Postgraduate

4. Professional Training.

**Titles** 

and levels of DE

programmes:

Title

Level

1.Diploma in Economics2.London University Degree

Diploma First degree

3. Curtin University Degree

First degree

4.Otago University (M.Pharm.)5.Otago University (B.Pharm.)

Master degree in Pharmacy
Diploma course learning to

Bachelor degree in Pharmacy

6.CGA (Canada)

Professional training

7. University of Bath (MSc.)

Master degree in construction

Management

8. Diploma in Information Technology

Diploma

Governance:

A national university department which offers professional and continuing education by means of face-to-face and distance teaching.

**Objectives:** 

1.Personal development

2.Life-long recurrent education 3.Training of skilled manpower

4. Obtaining overseas award while studying in Hong Kong

Sources of financial support of DE programmes:

Tuition Fees: The student pays all tuition expenses by himself/herself

in the range of US\$1,750-9,800.

Budget: Approximate gross income for distance education of this

institution for 1992 was US\$2.3 million.

Trends of

Expanded:

development of DE resources and Financial provision

Distance education programmes activities: Telecommunication equipment

Study materials and textbooks Variety of courses offered

Audio-Visual Aids Face-to-face sessions.

Decreased: None.

Stable:

The teaching force Library resources.

*Not applicable:* Local study centres

Broadcasting programmes.

Trends of enrollment in DE Programmes:

Increasing.

Number of DE

Current number of students: App. 2,500 students.

students:

Annual Intake: Data not available.

**Number of students** in each DE level:

Level of	<b>Enrollment</b>
Education	<u>Figure</u>
1. Diploma	280
2. First degree	1,279
3. Postgraduate	35
4. Professional	895

Number of

**DE** graduates:

Data not available.

**Components of** 

personnel in DE:

Both full-time and part-time.

**Number of Staff:** 

Full-time:

Total: 35 (Academic: 11; Administrative 3; Subordinate 21).

Part-time:

Total: 100 (Academic: 100; Non-academic: None.

Number of Courses

Number of courses offered: around 80 (DE courses only).

and programmes: Nu

Number of programmes offered: 8.

Production of teaching materials/media:

Teaching materials and media are produced by academics teaching both overseas and in Hong Kong. Materials are produced in the form of study guides, audio-visual materials and lecture notes. Each media

component requires different production stages.

Available.

Regional/Study

Centres:

Number: Local Study Centers: 3.

Operator:

School of Professional and Continuing Education, University of Hong

Kong.

Source of financial

supports:

The University of Hong Kong.

Major functions:

Major functions of these centers are:

1. Providing tutorial sessions

2. Providing counselling services

3. Providing examinations.

Overall student **Profile:** 

Age:

Data not available

Gender:

Sex:

(%) 53.9

Female

46.1

Total:

100.0

*Income:* 

Data not available

Geographical distribution:

Data not available

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Occupational and Ethnic Composition

Ethnic Composition: Mainly Chinese, some Europeans and a few

belong to other races of people residing in Hong Kong.

of DE Students:

Occupational distribution: Mainly clerical/secretarial, others include accountants, teachers, personnel in the pharmaceutical industry and

other executives.

Major obstacles for implementing DE

programmes:

None.

Affiliation with regional and international DE organizations:

None.

**PROGRAMMES** 

OF INSTRUCTION,

List of Programmes:
1. Diploma/certificate
2. Master's degree
3. Bachelor's degree
4. Professional training.

MEDIA,

METHODS,

& EVALUATION:

### PROGRAMME I: DIPLOMA/CERTIFICATE PROGRAMMES

Level: Diploma/Certificate.

Titles of

1. Certificate in Professional Accounting.

**Programmes:** 

Provider:

Certified General Accountants' Association of Canada 740-1176 West Georgia Street, Vancouver, BC V6E 4a2

British Columbia, CANADA

*Tel:* (604)669-355 *Fax:* 1-604-689-5845.

2. Diploma in Economics.

Provider:

University of London

Senate House, Malet Street, WC1E, 7HU

London, U.K.

Courses of

Accountancy/Bookkeeping

instruction:

Mathematics Economics

Sociology.

Length of course:

For Certificate in Professional Accounting only:

Minimum number of study hours/week/course: 3.

Total number of weeks/course: 10.

Total number of courses making up programmes: 17.

Media and methods:

Most dominant:

Printed correspondence texts

Computer assisted learning (For Certificate in

Professional Accounting only)

Face-to-face tutoring Face-to-face counselling

**Kits** 

Study centres Evening schools Weekend schools.

Dominant: None

Least dominant: None.

Language of instruction:

English.

Admission requirements:

Completed Diploma in Accounting, ACCA or CIMA members or equivalent for Cert. in Professional Accounting; and completed Credit in Mathematics in HKCE or equivalent and has a good command of the English language.

**Number of students:** 

Current number of students:

Certificate in Professional Accounting: 895;

Diploma in Economics: 226.

Annual student intake: Three times per year for Certificate in Professional Accounting and one time per year for Diploma in

Economics.

**Evaluation:** 

For Diploma in Economics only:

Continuous:

- 1. Written intermediary examinations
- 2. Attendance of regular workshops/seminars.

Final assessment:

For both programmes: Written final examinations.

Educational and employment arrangements for graduates:

None for Certificate in Professional Accounting. For Diploma in Economics, students can have Part I of B.Sc. (Econ) Degree exempted when entering into the External degree of London University.

Pr	ofil	le	of
students	in	tl	his
	le	v	el:

y	Educational Back	ground: (%)	(%)
	•	Accounting:	<b>Economics:</b>
	Seconding/Matic:	9.6	70.4
	Post-sec:	30.7	27.9
	First degree:	39.9	0.4
	Higher degree:	9.3	0
	Others:	0.3	0.4
	No information:	10.2	0.9
	Total:	<u>100.0</u>	<u>100.0</u>

By Employment: Data not available.

By types of career: Data not available.

	Accounting:	Economics:
By gender:	(%)	(%)
Male:	62.8	48.2
Female:	37.2	51.8
<u>Total:</u>	<u>100.0</u>	100.0

Acceptance of certificate, diploma, and degree:

None for Certificate in Professional Accounting. For the University of London, it is regarded as equal to an internal award given by the University of Hong Kong, as successful students will be exempted from the first year of the B.Sc. (Econ.) degree programme.

### PROGRAMME II: BACHELOR'S DEGREE PROGRAMMES

Level: First degree.

Titles of

1. London University External Degree Programme

**Programmes:** 

Provider: University of London

Senate House, Malet Street, WC1E, 7HU

London, U.K.

2. Bachelor of Business Degree

Provider: Curtin University of Technology

Kent Street, Benley,

Perth, Western Australia, 6102. AUSTRALIA.

Tel: 09-351-7789 Fax: 09-351-2378

Courses of instruction: Commercial and management studies:

Accountancy/Bookkeeping Administration

Business administration

Finance Management **Banking** Marketing

Humanities: Philosophy Theology Mathematics:

Computing, Computer Science

**Statistics** 

Law:

Social Sciences:

**Economics** 

Government and Politics International Studies/Relations

Sociology

Length of course:

Minimum number of study hours/week/course: 3.

Total number of weeks/course: 10.

Total number of courses making up programmes: 16.

Media and methods:

Most dominant:

Printed correspondence texts

Video tutoring

Data base

Face-to-face tutoring Face-to-face counselling

Kits

Study centres Evening schools

Longer residential school

Dominant:
Practical work

Computer assisted learning Computer conferencing

Least dominant:
Day schools
Weekend schools.

Language of instruction:

English.

Admission

For Bachelor of Business Degree:

requirements:

- 1. Completed ACCA Level I, Diploma/Higher Certificate in Business Studies, Management or Accounting
- 2. Have had work experience of three years.

For Bachelor London University (L.U.) External Programme:

- 1. Matriculation: special course requirement may exist
- 2. Meet a minimum age of 17 years.

**Number of students:** 

Current number of students: L.U. External Degree: 1,097.

CUT's Bachelor of Business: 182.

Annual student intake: L.U.'s External Degree: one or two intakes.

CUT's Bachelor of Business: none.

**Evaluation:** 

Continuous:

L.U.'s External Degree:

- 1. Written assignments for submission
- 2. Written regular tests.

CUT's B.B:

Written intermediary examinations

**Final** 

assessment:

Both programmes:

Written final examinations.

Educational and employment arrangements for graduates:

For L.U.'s External Degree, (1) the examinations are arranged for students to sit for them in Hong Kong; the External Degree is conferred upon satisfactory results; (2) The LL.B provides exemptions from the "academic" stage of professional legal training.

Profile of students in this level:

By Educational Background:

Lone	don U. External	Bachelor of
	Degree:	Business
	(%)	(%)
Secondary/		
Matriculation:	37.1	9.6
Post-secondary:	51.5	30.7
First degree:	5.6	39.8
Higher degree:	1.4	9.3
Others:	1.5	0.3
No information:	2.9	10.2
<u>Total:</u>	<u>100.0</u>	<u>100.0</u>

By Employment: Data not available.

By types of career: Data not available.

By gender:	(%)	(%)
Male:	47.8	62.8
Female:	52.2	37.2
Total:	100.0	<u>100.0</u>

Acceptance of certificate, diploma, and degree:

Degrees from both programmes are accepted as comparable to those given by non-distance education institutions.

### PROGRAMME III: MASTER'S DEGREE PROGRAMMES

Level: Postgraduate.

Title of Programme: Master of Pharmacy (Pharmacy Practice)

Provider: Department of Pharmacy,

University of Otago

Medical School, P.O.Box 913,

Dunedin, New Zealand. *Tel*: 0064-24-797273 *Fax*: 0064-24-790401

Courses of

Medicine and Health Science

instruction:

Biomedical Sciences

Pharmaceutical Sciences Pharmacy Administration.

Length of course:

Minimum number of study hours/week/course: 3.

Total number of weeks/course: 136.

Total number of courses making up programmes: 4.

Media and methods:

Most dominant:

Printed correspondence texts

Telephone instruction Face-to-face tutoring

Tutoring via audio-teleconferencing

Face-to-face counselling Counselling by telephone

Kits

Study centres Evening schools.

Dominant:

Practical work.

Least dominant:

Day schools

Weekend schools.

Language of

instruction:

English.

Admission requirements:

1. Completed a Bachelor of Pharmacy from the University of Otago; 2. Be admitted *ad eunum statum* as entitled to proceed to the degree on the basis of a recognized qualification in pharmacy and adequate training or experience.

**Number of students:** 

Current number of students: 30.

Annual student intake: Once every two years.

**Evaluation:** 

Continuous:

1. Written assignments for submission

2. Written intermediary examinations

3. Attendance of regular workshops/seminars.

Final

1. Written final examinations

assessment:

2. Final take-home assignment.

Educational and employment arrangements for graduates:

Master of Pharmacy Degree is conferred upon satisfactory course evaluation. This is also a professional training course for pharmacists.

Profile of students in this level:

By Educational

Background:

(%)

evel: Post-secondary:

14.3

First degree:

85.7

Total:

100.0

By types of career: Data not available.

By gender:

(%)

Male:

57.1

Female:

42.9

Total:

100.0

Acceptance of certificate, diploma, and degree:

The Master Degree closely resembles the course which is taught in New Zealand; it is recognized as equal to the internal course.

## SCHOOL OF CONTINUING EDUCATION HONG KONG BAPTIST COLLEGE

### INSTITUTIONAL DATA

Year of

1975.

Establishment:

Name of Head:

C.C. Wan

Position:

Dean

Address:

224 Waterloo Road

Kowloon, HONG KONG.

Telephone:

(852)339-7261

Telex:

**48969 HKBCL HX** 

Fax:

(852)338-4040

**Nature of institution:** 

Conventional institution with DE programme.

**Educational levels** 

1. First degree

provided for

2. Postgraduate

**DE programmes:** 

3. Training.

**Titles** 

and levels of DE programmes:

*Title* 

Level

1. External student programme

Undergraduate

(Ohio University)

2. Master of Science Degree Programmes Postgraduate

and Master of Business Administration by DE (University of Strathclyde)

3. Gemology

Vocational

4. Nursing (University of Western Sydney,

Undergraduate

Hawkesbury)

**Governance:** 

A non-DE, self-financing unit within the ambit of a government

subvented higher education institution.

**Objectives:** 

1. Expansion and Equality of educational opportunity

2. Training of skilled manpower

3. Promotion of democracy

4. Individual vocational development

5. Individual personal development.

Sources of financial

support of DE programmes:

Tuition Fees: (1) Tuition fees paid by the employer/sponsor; or

(2) The student pays all tuition expenses by himself/herself; (3) Sales profit from published materials and services to other institutions

support expenditure on tuition.

Budget: (1) The University: Approximately DE budget of US\$374,102.56 for 1993; (2) University/Polytechnic Grants

Committee for US\$353,846.15.

Trends of

Expanded: development of DE

Financial provision

resources and activities: Distance education programmes

Local study centres

Telecommunication equipment Variety of courses offered

Audio-Visual Aids Library resources.

Broadcasting programmes

Decreased: None.

Stable:

Study materials and textbooks

The teaching force Face-to-face sessions.

Not applicable:

Trends of enrollment

in DE Programmes:

Stable.

Number of DE

Current number of students: Approximately 650.

students:

Annual student intake: Approximately 650.

**Number of students** 

in each DE level:

Number 814 1. Undergraduate (Bachelor) 475

2. Postgraduate (Master)

3. Vocational/continuing education 35

Number of

Approximately 160 graduates

**DE** graduates:

Total: 474 graduates (from Spring 90 to present).

**Components of** 

personnel in DE:

A mix of full-time and part-time faculty members.

**Number of Staff:** 

Full-time: 4

Part-time: 2.

**Number of Courses** 

Number of courses offered: 303

and programmes:

Number of programmes offered: 3.

**Production of** teaching materials/media:

Produced by instructors specially appointed and by staff of overseas collaborative institutions. Locally, the materials are prepared by individual effort then printed by the school.

Regional/Study **Centres:**  Available. Number of Study Centres: 10. Operated by The School of Continuing Education. Source of financial supports are from tuition fees. Major functions are providing tuition sessions and examinations.

### Overall student **Profile:**

Age:	Years:	(%)
	Under 21	-
	Between 21-30	30.8
-	Between 31-40	50.6
	Between 41-50	37.15
	<u>Total:</u>	<u>100.0</u>

Gender:

Sex:	(%)
Male	56.0
Female	44.0
Total:	100.0

Income:

Data not available.

Geographical distribution:

Areas:	(%)
Urban	100.0
Rural	-
Total:	100.0

Occupational and **Ethnic Composition** of DE Students:

Ethnic Composition: Nearly all Chinese.

Occupational distribution: Office and clerical workers form the largest group (42.0%), followed by business organizations and accounting employees (13%).

**Future development:** 

To introduce language, education, information management and Computer Science degree programmes for professional people.

Major obstacles for implementing DE programmes:

- 1. Expensive course development cost
- 2. Lack of instructional designers
- 3. Lack of student support infra-structure
- 4. Lack of qualified tutors.

**Affiliation** with regional and international DE organizations:

Institutional member of ICDE.

**PROGRAMMES** OF INSTRUCTION, MEDIA, METHODS, & EVALUATION:

- List of Programmes:
  1. Associate and Bachelor degree
- 2. Master degree.

### PROGRAMME I: ASSOCIATE AND BACHELOR DEGREE PROGRAMME

Level: Associate and Bachelor degree.

Titles:

1. Associate in Individualized Studies

2. Bachelor of Specialized Studies

Courses of instruction:

Commercial and Management Studies:

Accountancy/Bookkeeping

Administration

Business administration

Finance

Management

Marketing

Personnel

Public administration.

Humanities:

History: World History, American History, Ancient Egypt and Mesopotamian History, Ancient Greece, Ancient

Rome, and Ohio History.

Humanities

Philosophy

Psychology.

Languages and literature:

Linguistics

Languages: English, German, Spanish, French, Greek, Latin

Literature: French Literature, American Literature,

Shakespeare, Classics of Western Civilization.

Educational Studies:

Educational Psychology

Child Psychology and Counseling

Elementary Education

Music Education.

Communications:

Journalism.

Creative Arts:

Theater Art.

Engineering and technology:

Chemical Engineering

Aviation.

Physical Science:

Chemistry

**Physics** 

Astronomy.

Biological Science and Technology:

General Biology and Life Sciences

Bio-ethical Problems in Biology and Medicine

Biology and the Future of Man Hearing and Speech Science.

Medical and Health Sciences:

Health Studies.

Mathematics:

Computing, Computer Science Mathematical Sciences.

Law:

Law Enforcement Technology

Business Law.

Social Sciences:

Careers Guidance and Counseling

**Economics** 

Geography: World Geography

Sociology.

Services and Hospitality Science:

Library and Information Studies.

Home Economics.

Length of course: 96 credit hours for Associate Degree

192 credit hours for Bachelor Degree.

Media and methods: Most dominant:

Printed correspondence texts

Regional services Evening schools.

Dominant: Study centres

Face-to-face tutoring(Intensive on-site courses)

Face-to-face counselling Counselling by telephone.

Least dominant: Audio-cassettes Video-cassettes.

Language of

instruction: English.

Admission

requirements: Complete Form 6 Standard.

Number of students: Number of current students: (Sept. 93) 733.

Annual intake of DE students: 4 times a year.

#### **Evaluation:**

Continuous assessment:

- 1. Written assignments for submission
- 2. Written intermediary examinations
- 3. Attendance at the local study centre
- 4. Contact with principal advisor.

Final

1. Written final examinations

assessment:

2. Final take-home assignments.

Educational and Employment Arrangement: No specific placement services by the School but channelled through relevant professional organizations.

Profile of students in this level:

By Educational Background:

(%)

Primary:

Secondary/High school:

100.0

First degree:

-

Higher degree:

100.0

By Employment:

(%)

Public-Full-time:

6.0

Private-Full-time:

90.0

Part-time:

1.0

Others:

3.0

Total:

100.0

By types of career: Data not available.

By gender:

(%)

Total:

Male:

40.0

Female:

60.0

Total:

100.0

Acceptance of certificate, diploma, and degree:

Accredited by North Central Association of Colleges and Schools, USA.

### PROGRAMME II: MASTER DEGREE PROGRAMME

Level: Postgraduate.

Titles: 1. Master of Science Degree in International Marketing

2. Master of Business Administration

Courses of

Commercial and management studies:

instruction:

Business administration

Finance Management Marketing Personnel.

Length of course:

Nine subjects and research project for M.BA degree, and seven

subjects and research project for M.Sc. in International Marketing.

Media and methods:

Most dominant:

Printed correspondence texts

Regional services Evening schools. Dominant:

Study centres

Face-to-face tutoring(Intensive on-site courses)

Face-to-face counselling Counselling by telephone.

Least dominant: Audio-cassettes Video-cassettes.

Language of instruction:

English.

Admission requirements:

**Number of students:** 

Completed Honors Degree and its equivalent. For M.BA, three years of experience after Bachelor's degree, or strong professional

qualifications plus five years experience is required.

M.Sc. M.B.A umber of current students: 68 407

Number of current students: 68 407
Annual intake of DE students: 2

**Evaluation:** 

Written assignments for submission.

Continuous:

Final:

Written final examinations.

Educational and Employment Arrangement:

No specific placement services by the School but channelled through relevant professional organizations.

Profile of students in this level:

By Educational Background:

International	Business
Marketing	Administration
(%)	(%)
-	1.97
36.76	32.43
13.24	6.14
36.76	53.81
13.24	5.65
<u>100.00</u>	100.00
(%)	(%)
11.6	12.78
88.24	88.22
<u>100.00</u>	<u>100.00</u>
	Marketing (%) - 36.76 13.24 36.76 13.24 100.00  (%) 11.6 88.24

By types of career: Data not available.

By gender:	(%)	(%)
Male:	75.0	74.20
Female:	25.0	25.80
Total:	100.0	100.00

Acceptance of certificate, diploma, and degree:

Accepted.

### PROGRAMME III: NURSING

Undergraduate (Conversion Course). Level:

Bachelor of Health Science (Nursing). Titles:

Courses of

Health Science

Primary Health Care instruction: Lifespan Development

Research Principles & Processes

Management Education.

Seven subjects for Stage I programme. Length of course:

Three subjects, one major elective and two minor electives for Stage

II programme.

Most dominant: Media and methods:

> Face-to-face lecture Face-to-face counselling Printed correspondence texts.

Dominant:

Face-to-face tutoring Counselling by telephone.

Least dominant: Audio-cassettes Video-cassettes.

Language of

English.

instruction:

Admission

must hold Nursing Board Registration Certificate

must achieve proficiency of English. requirements:

Stage I Stage II **Number of students:** 

45 Number of current students: 81 2

Annual intake of DE students:

**Evaluation:** Written assignments, essay, case

Project or group project and presentation

Attendance of seminars Written final examination.

### Educational and Employment Arrangement:

No specific placement services by the School but channelled through relevant professional organizations.

## Profile of students in this level:

By Educational Background:

Undergraduate

By Employment:	(%)	(%)
Public-Full-time:	85.2	12.78
Private-Full-time:	14.8	88.22
Total:	<u>100.0</u>	<u>100.00</u>

By types of career: Some data not available.

By gender:	(%)
Male:	1.0
Female:	99.0
Total:	100.0

Acceptance of certificate, diploma, and degree:

ee: Accepted.

### EAST ASIA OPEN INSTITUTE\* ENGLISH SCHOOL OF UNDERGRADUATE STUDIES

### INSTITUTIONAL **DATA**

Year of

1982.

Establishment:

Name of Head:

**Professor Peter Melhuish** 

Position:

Principal, ESUS.

Address:

13/F Shun Tak Centre

200 Connaught Road

Central, HONG KONG.

*Telephone:* 

859-933

*Telex:* 

72708

Fax:

858-1180.

**Nature of institution:** 

Conventional university with distance education institute/school/

directorate.

**Educational levels** 

provided for

Diploma/Certificate

**DE programmes:** 

First degree.

**Titles** and levels of DE

Title 1. Diploma in Business Level

programmes:

Diploma in Computer Science

Certificate

First degree

2. Bachelor of Science.

Bachelor of Business Administration

Bachelor of Arts.

Governance:

Private establishment.

**Objectives:** 

Individual personal development Individual vocational development

Life-long recurrent education

Compensatory nature

Expansion of educational opportunity Equality of educational opportunity.

The East Asia Open Learning Institute is technically a Macau entity and has an "office" in Hong Kong. It is therefore an overseas institute.

Sources of financial

Tuition Fees: The student pays all tuition expenses or required to pay

support of DE

a certain amount of tuition fees for US\$6,250.00.

programmes:

Budget: Data not available.

Trends of

Data not available.

enrollment in DE

**Programmes:** 

Number of DE

students:

Data not available.

Number of students currently enrolled in

each DE level:

Data not available.

Number of DE

Each year: Approximately 70 each year.

graduates:

Accumulative: Approximately 300.

Components of

A mix of full-time and part-time staff members.

personnel in DE:

**Number of Staff:** 

Full-time: Total: 28 (Academic: 13; Non-academic: 15)

Part-time: Total: 3 (Academic)

**Number of Courses** 

and programmes:

Data not available.

**Production of** 

teaching

materials/media:

Teaching materials and media are bought from overseas.

**Overall student** 

Profile:

Data not available.

**Future development:** 

None.

Major obstacles for

implementing

distance education:

None.

**PROGRAMMES** 

List of Programmes:

OF INSTRUCTION,

1. Bachelor's degree.

MEDIA,

2. Diploma.\*

METHODS,

& EVALUATION:

\*Survey data not available.

### PROGRAMME I : BACHELOR'S DEGREE PROGRAMMES

Level: First degree.

Titles of

1.Bachelor of Arts

programmes offered

2. Bachelor of Science

in this level:

3. Bachelor of Business Administration.

Courses of instruction: Commercial and management studies:

Accountancy/Bookkeeping

Administration

Business administration

Management Marketing Personnel.

Humanities:

History Philosophy

Psychology.

Languages and literature:

Literature.

Educational Studies:

Open and Distance Learning.

Mathematics:

Computing, Computer Science

Information technology.

Social Sciences: (Courses not listed).

Length of course:

Minimum number of study hours/week/course: 20 hours.

Total number of weeks/course: 20 or 40 weeks.

Total number of courses making up programmes: 60 courses.

Media and methods:

Most dominant:

Printed correspondence texts.

Dominant:

Telephone tutoring. Least dominant: Audio-vision Video-cassettes Face-to-face tutoring

Day schools.

Language of instruction:

English and Chinese.

Admission requirements:

No requirement, but students must meet the required minimum age of 18 years.

Number of students

Number of current students: 2,800 (English undergraduate level)

in this level: Annual intake of DE students: 2 times.

**Evaluation:** 

1. Written assignments for submission

Continuous:

2. Written intermediary examinations.

Final: Written final examinations.

Educational and employment arrangements for

graduates:

None.

Profile of students in this level:

By Educational Background: (%)

Secondary/High school: 48.0 First degree: 3.0 Higher degree: 2.0

Others: 42.0

<u>Total:</u> <u>100.0</u>

By Employment: (%)

Public-Full-time: 5.0 Private-Full-time: 60.0

Part-time: 35.0 <u>Total:</u> 100.0

By types of career: (%)

In-service trainees: 6.0 Housewives: 3.0 Retired: 2.0

Others: 89.0

<u>Total:</u> 100.0

By gender: (%)

Male: 60.0 Female: 40.0

<u>Total:</u> 100.0

Acceptance of certificate, diploma, and degree:

Accepted as comparable to those given by non-distance education institutions.

### OPEN LEARNING INSTITUTE OF HONG KONG

### INSTITUTIONAL DATA

Year of

1989.

Establishment:

Name of Head:

Dr. Gajaraj Dhanarajan

Position:

Director

Address:

9-13F Trade Department Tower

700 Nathan Road,

Mongkok, HONG KONG.

*Telephone:* 

789-6600

Fax:

789-1515.

**Nature of institution:** 

Distance teaching only.

**Educational levels** 

1. First degree

provided for

2. Sub-degree (starting mid 1992)

**DE** programmes:

3. Postgraduate degrees (starting 1993/94).

Titles and levels of DE programmes:

Title

Level First degree

1. Bachelor of Arts (Ordinary and Honors) in Western Arts and Humanities, and

Chinese Arts and Humanities

2. Bachelor of Business Administration

First degree

(Ordinary and Honors)

3. Bachelor of Science (Ordinary and Honors)

First degree

in Applied Computer, Electronics, Environmental Studies, Engineering Mechanics,

Materials and Design

4. Bachelor of General Studies (Ordinary)5. Masters in Business Administration

First degree Post graduate

Governance:

A national establishment is self financing from April 1993.

**Objectives:** 

In ranking order:

1. Expansion of educational opportunity

cost-effectiveness

2. Economic development

Life-long recurrent education

Equality of educational opportunity Preservation of trained manpower

3. National development

Individual personal development Training of skilled manpower Political and economic ideology

Sources of financial support of DE programmes:

Tuition Fees: The student pays all tuition expenses or required to pay a certain amount of tuition fees of US\$43.0 per credits (120 credits are required for an ordinary degree and 160 for an Hons degree).

Budget: Approximately US\$25.0 million (For 1993).

Trends of development of DE resources and

Expanded:

Distance education programmes

Local study centres

activities: Telecommunication equipment

Study materials and textbooks

Teaching force

Variety of courses offered Broadcast programmes.

Decreased:

Financial provision.

Stable:

Audio-visual aids Face-to-face sessions.

Not applicable: None.

Trends of enrollment in DE Programmes:

Stable.

Number of DE

Currently: 15,000 (1993)

students:

Annual intake: 4,000 (1993/94).

**Number of students** currently enrolled in

each DE level:

Level

Number

1. Bachelor's degree

15,000.

2. Sub-degree

1,000.

Number of DE

graduates:

150 (First batch in Nov. 1993).

Components of

1. All course coordinators are full-time academic staff.

personnel in DE:

2. All tutors are part-time staff.

Number of staff:

Full-time: 252

Part-time: 800.

### **Number of Courses** and programmes:

Number of courses offered: 70 (under graduate level), expected to

grow up to 135 by 1995/96.

Number of programmes offered: 18 (under graduate)

13 (sub-degree) 1 (post graduate)

### **Production of** teaching materials/media:

Teaching materials and media are produced by Course Developers, internal or contracted. The OLI sets a Detailed Programmed Plan; Course Developers and Designers design the blueprint; then study units are developed; all stages need approval by internal and external bodies. The stages are (1) Design Blueprint of courses, (2) Develop Course Guide and Prototype Unit; (3) Produce Remaining Units; and (4) Approve Course Materials by internal and external bodies.

### Regional/Study **Centres:**

Available. Number of the centres: 13. The centres are run by OLI. The sources of financial supports are from OLI. Major functions of the centres are providing tutorial sessions mainly; self-study; laboratory works, computer work, and examinations.

Overall	stu	dent

Overan student				
<b>Profile:</b>	Years:		(%)	
Age:	Under 21		12.0	
	Between 21	1-30	60.0	
	Between 32	1-40	26.0	
	Between 42	1-50	2.0	
	Tota	<u>al:</u>	<u>100.0</u>	
Gender:	Sex:	(%)		
	Male	66.0		
	Female	34.0		
	Total:	<u>100.0</u>		
Income:	Level:	(%)		US\$/month
	Top	20.0		+1,700
	Middle	60.0		640 - 1,700
	Bottom	20.0		- 640.00.
	Total:	<u>100.0</u>		
Geographical	Areas:	(%)		
distribution:	Urban	100.0		
	Rural	-		
	<u>Total:</u>	<u>100.0</u>		

Occupational and **Ethnic Composition** 

of DE Students: Ethnic Composition: Data not available. Occupational distribution: (October, 1990)

	(%)
Managers, Professionals	31.5
Secretarial and Clerical	27.9
Technical personnel	18.2
Agriculture, community	
and construction	4.5
Services	5.2
Other occupation	9.8
Unemployed and retired	2.9

**Future development:** 

Sub-degree courses will be offered in a Centre of Continuing and Professional Education to be set up in 1993.

Major obstacles for implementing distance education:

None.

Affiliation with regional and international DE

AAOU (Asian Association of Open Universities) ICDE (Inter Council for Distance Education)

IUC (Inter University Council)

organizations: ACU (Association of Comm

ACU (Association of Commonwealth Universities)

COL (Commonwealth of Learning)

PROGRAMMES OF INSTRUCTION,

List of Programmes: 1. Bachelor's degree

MEDIA,

2. Diploma and Certificate Programmes

METHODS, & EVALUATION:

3. Post graduate programmes.

### PROGRAMME I: BACHELOR'S DEGREE PROGRAMMES

Level: First degree.

Titles of Bachelor of Arts - B.A.

programmes offered Bachelor of Arts - B.A.(Honors)

in this level: Bachelor of Science - B.Sc.

Bachelor of Science - B.Sc. (Honors).

Courses of instruction:

Commercial and management studies:

Accountancy/Bookkeeping

Administration

Business administration

Finance

Management

Marketing

Personnel

Humanities:

Contemporary and cultural studies

History: Western History, Chinese History.

Humanities

Philosophy

Psychology.

Languages and literature:

Languages: English

Literature: Western and Chinese.

Engineering and technology:

Computer technology, programming

Construction and environmental engineering

Electrical, electronic and microelectronic

Engineering design

Bio-Chemical engineering

Materials science and metallurgy.

Physical Science:

Chemistry

Electronics, microelectronics

Physics.

Biological Science and Technology:

General Biology and life sciences

Applied Biology

Environmental studies.

Mathematics:

Computing, Computer Science

Information technology

Statistics.

Social Sciences:

**Economics** 

Government and Politics

Sociology.

Length of course:

Minimum number of study hours/week/course:

9 hours for 10 credit course.

Total number of weeks/course: 20-43 weeks.

Total number of courses making up programmes: 120 credits for Ordinary degree and 160 credits for Honors degree. Courses come

in 3 sizes viz: 5, 10 and 20 credits.

Media and methods:

Most dominant:

Printed correspondence texts.

Dominant:

Video-cassettes

Telephone instruction Face-to-face tutoring Tutorial via mailing Telephone tutoring Audio-cassettes Audio Vision

Television programmes

Kits

Practical work
Study centres
Day schools
Evening schools
Weekend schools.
Least dominant:
Radio programmes
Radio via satellite

Telephone instruction

Video tutoring

Video via satellite
Television via satellite
Television via cable

Computer assisted learning

Computer conferencing

Audiographics

Viewdata

**Databases** 

Compact discs

Tutoring via audio-teleconferencing Tutoring via video teleconferencing

Tutoring via satellite Face-to-face counselling

Counselling by telephone Counselling via other media

Regional services

Longer residential school.

Language of

instruction:

English, except for Chinese courses where Chinese is used.

Admission

1. Meet the required minimum age of 18 years

requirements:

2. Be a resident of Hong Kong.

**Number of students** 

Number of current students: 17,800.

in this level:

Annual intake of DE students: about 12,000/year.

**Evaluation:** 

Continuous:

Written assignments for submission.

Final:

Written final examinations.

**Educational** and employment arrangements for

graduates:

None.

**Profile of students** 

(October, 1990)

in this level:

By Educational Background: (%) Secondary/High school: 61.9 Sub-degree, diploma: 30.0 First degree: 3.7 Others: 4.4

Total:

100.0

By Employment:

(%)

Full-time:

95.7

Others:

4.3

Total:

100.0

By types of career: Data not available.

By gender:

(%)

Male:

66.0

Female:

34.0

Total:

100.0

**Acceptance of** certificate, diploma, and degree:

Accepted. Degree offered by this Institute is recognized by the Hong Kong Government; and courses are transferable to UK Open University, as well as other conventional systems in U.K, Canada, and Australia.

## DEPARTMENT OF EXTRA-MURAL STUDIES THE CHINESE UNIVERSITY OF HONG KONG

## INSTITUTIONAL DATA

Year of

Establishment:

1965.

Name of Head:

Dr. Spencer Wong

Position:

Director

Address:

67, Chatham Road S., 13/F

Kowloon, HONG KONG.

Telephone:

723-7996/3662681

Fax:

739-2797.

Nature of institution:

Conventional institution with distance education department.

**Educational levels** 

Secondary for Adults

provided for

Certificate/Diploma Training

**DE programmes:** 

Pre-degree First degree Postgraduate.

**Titles** 

Title

Level

and levels of DE

1. Correspondence courses

Secondary

programmes:

2. Certificate courses

Secondary

3. Radio, TV & Self-Learning

Secondary and above

4. Overseas Joint Programme

Post-Secondary to Degree

8

Program & Postgraduate

Governance:

CUHK is a Government subverted local university.

**Objectives:** 

In ranking order:

1. Life-long recurrent education

2. Equality of educational opportunity

3. Expansion of educational opportunity

4. Individual personal development

5. Individual vocational development

6. Training of skilled manpower

**Sources of financial** 

Tuition Fees: The student pays all tuition expenses. The amount

support of DE

varies with courses.

programmes:

Budget: Data not available.

Trends of

Expanded:

development of DE

DE programmes Study materials/texts

resources and

Study materials/text

activities:

Teaching force

Variety of courses offered.

Decreased: None.

Stable:

Financial provision Local study centres

Telecommunication equipment

Broadcast programmes Audio-visual aids Face-to-face sessions

Not applicable: Library resources.

Trends of enrollment

in DE Programmes:

Increasing.

Number of DE

Current: Not yet due for calculation.

students:

Annual intake: 11,975.

Number of students currently enrolled in

<u>Level</u>
1. Secondary Level

Number 11,312

each DE level:

2. Post-Secondary & above

663

Number of DE

Each year: inapplicable.

graduates:

Accumulative: inapplicable.

**Components of** 

A mix of full-time and part-time staff members.

personnel in DE:

**Number of Staff:** 

Full-time: 6 non-academic staff.

Part-time: Data not available.

**Number of Courses** 

Number of courses offered: 139.

and programmes:

Number of programmes offered: 7 (including Overseas Joint

Programmes).

Production of teaching

Some teaching materials and media are purchased from publishers. Some are produced by the Department.

materials/media:

Regional/Study Centres:

2 centres are available. These centres are run by the Department from a rented school premises. The sources of financial supports are mainly from course fees that are received. Major functions of the centres are for tutorial sessions.

**Overall student** 

Profile:

Data not available.

Ethnic and

Ethnic composition: Mostly Chinese students.

Occupational Composition of DE

Students:

Occupational distribution: Clerical, teachers. technicians, and others.

**Future development:** 

Information not available.

Major obstacles for

implementing

Lack of financial resource in developing and producing learning materials.

distance education:

Affiliation with regional and

international DE organizations:

Information not available.

PROGRAMMES

List of Programmes:

OF INSTRUCTION,

1. Secondary Education

MEDIA, METHODS, First Degree
 Postgraduate.

& EVALUATION:

4. Certificate/Diploma.

#### PROGRAMMES I-IV: ALL PROGRAMMES

Level: All levels.

Courses of instruction:

Commercial and management studies:

Accountancy/Bookkeeping Business administration

Management Banking Marketing Personnel.

Languages and literature:

Languages: Chinese and English (Correspondence courses).

Educational Studies:

Curriculum development

Adult learning

Technology Education Open and distance learning

Length of course:

From one to two years and a half for those enroll as part-time

students.

Media and methods:

Most dominant:

Printed correspondence texts.

Dominant:
Audio-cassettes

radio

Video-cassettes

Computer assisted learning.

Least dominant:

Television programmes Face-to-face tutoring.

Language of

instruction:

English supplemented by Chinese.

Admission requirements:

Completed a certain level of general education as required by each

individual programme, and have some work experience.

**Number of students** 

Number of students for each level: Varies from 30 - 360 students.

in this level: Annual intake of DE students: about 6,000.

### **Evaluation:**

Continuous:

- 1. Written assignments for submission
- 2. Attendance at the local study centre.

Final:

- 1. Written final examinations
- 2. Final take-home assignment
- 3. Completing regular home-work assignments (by correspondence courses).

Educational and employment arrangements for graduates:

Data not available.

Profile of students in this level:

By Educational Background:

(%)

Primary:

Secondary/High school:

40.0

First degree:

60.0

Diploma (Graduate): Total:

100.0

By Employment:

(%)

Public-Full-time:

70.0

Private-Full-time:

30.0

Part-time:

Total:

100.0

By types of career: Data not available.

By gender:

(%)

Male:

75.0

Female:

25.0

Total:

100.0

Acceptance of certificate, diploma, and degree:

Not specified.