

Guidelines for Assessing Course Equivalency – Sub-degree Programme: Marketing Discipline

Ms. Amy TSANG Mei-ching,
Academic Co-ordinator and Lecturer,
Marketing, Division of Business



Major Challenges

- Non-transparent and/or inconsistent criteria between institutions
 - assessment methods/components
 - assessment weighting
- The course is tied to the regulated professional body
- High mobility of the students



Possible Solutions

- Invitation of other (local and overseas) institutions 'academia to be the course's academic advisors
- Standard set of rules/guidelines with elaboration for assessing course equivalency
- Adopting good practices from overseas institutions
- Close collaboration and partnership

