



Executive Certificate in Applied Psychology

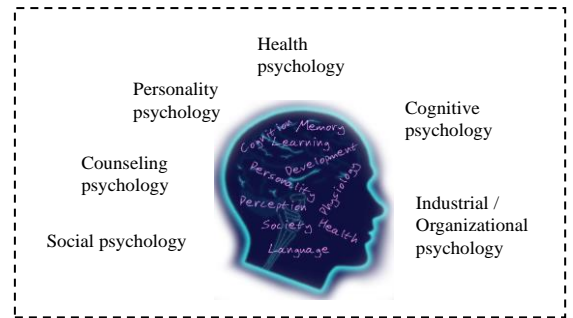
行政人員證書(應用心理學)

Programme Code: EP014A

Application Code: 1955-EP014A

Programme Description

Applied psychology is the use of theory and findings in psychology to solve practical problems in important areas of the human environment, including education, health, the workplace, and so on. In today's world, knowledge of human behavior and mind is more essential than ever in promoting a high level of personal lives and overall job performance as well as their employability. It is not surprising that people who understand how psychology applies to personal and career success are in high demand.



In response to this growing trend, the Executive Certificate in Applied Psychology programme is designed to help you immediately apply cutting-edge theory to real-world situations. This programme is made up of many registered psychologists and other related specialists who deliver a powerful curriculum that explores a range of human behaviors, examine how to motivate individuals and organizations, how to assess and improve performance and how to pursue healthy lives.

Programme Aims

The programme enables participants to:

- obtain an overview of the major theories and concepts in the area of applied psychology,
- apply the knowledge base and principles of applied psychology to current / future professional and personal development as managers and leaders in public and/or private organizations,
- achieve a better understanding of oneself and others.

Curriculum

- Application of clinical psychology – e.g. Understanding psychopathology
- Application of counselling psychology – e.g. Counselling and coaching
- Application of health psychology – e.g. Emotional management and psychotherapy
- Application of industrial/organizational Psychology – e.g. Leadership and change
- Application of personality psychology – e.g. Common personality assessments
- Application of positive psychology – e.g. Mindfulness and Character Strength
- Application of social psychology – e.g. Obedience and conformity

[Note: Topics to be included are subject to change.]

Course Structure

This *Executive Certificate in Applied Psychology* is a part-time programme delivered via a combination of lectures, workshops, role-play practices, etc.

Assessment

Course participants will be required to submit **2 written assignments on specific topics**, which are set by the instructors involved. Besides, there is also a minimum attendance requirement of 80%.

Medium of Instruction:

Cantonese, supplemented by English

Lecture Day and Time

Wednesdays, 7:00p.m. - 10:00p.m. (60 contact hours in total)

Class Commencement

November 3, 2021

Entry Requirement

Applicants should

- a) hold a bachelor's degree awarded by a recognized university or equivalent; or
- b) hold an associate degree / a higher diploma or equivalent, and have at least 2 years of work experience relating to staff supervision.

Applicants with other qualifications and substantial senior-level work experience will be considered on an individual basis.

Fee

HK\$7,560

Application

Completed application with **copies of qualifications**, a **copy of HKID card or passport** and a crossed **cheque** payable to "HKU SPACE" should be sent to Ms. Nicole Chan at HKU SPACE, Rm.1109, 11/F., Fortress Tower, 250 King's Road, Hong Kong. Please specify "Executive Certificate in Applied Psychology" on the envelope.

Closing Date of Application: September 30, 2021

Enquiries

For more specific enquiries, please contact Ms. Nicole Chan.

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🌐: <http://hkuspace.hku.hk>