



Advanced Diploma in
BUSINESS MANAGEMENT

The University of Hong Kong
School of Professional and Continuing Education
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>



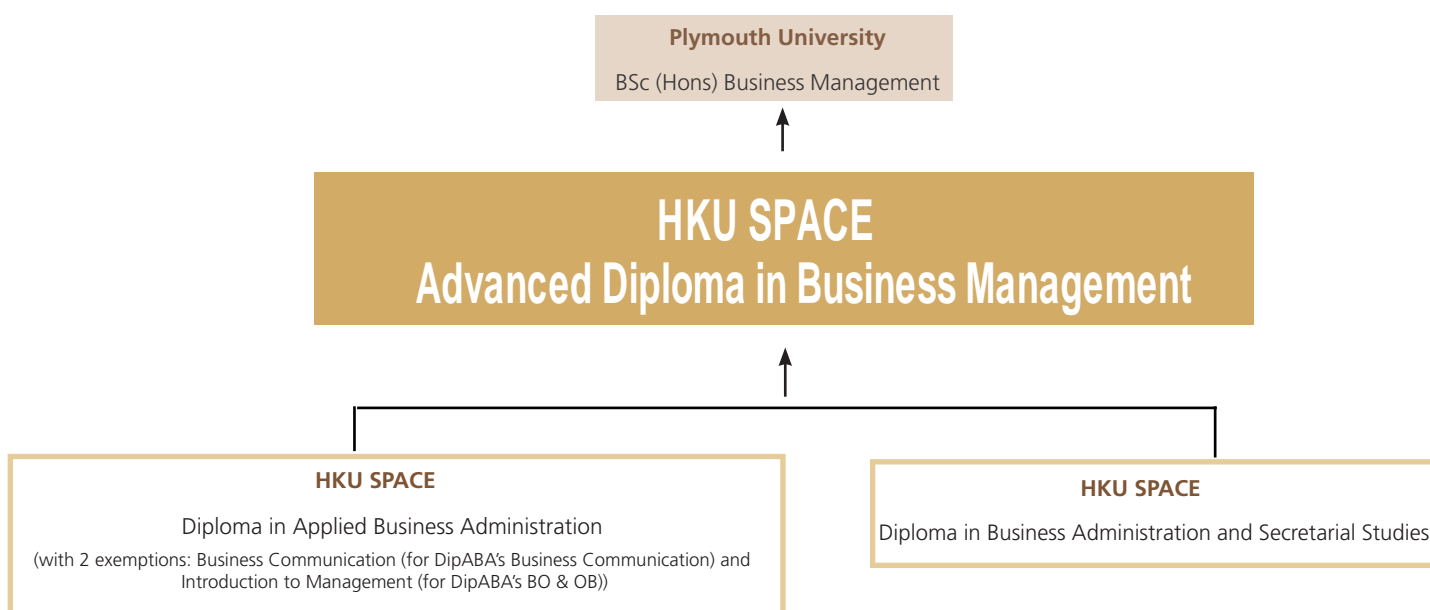
PROGRAMME OBJECTIVES

This programme aims to provide students with a solid foundation in business studies covering general management theories and practices. The syllabi which include the breadth and depth of the major business disciplines in economics, management, business law, and quantitative and communication skills aim to prepare students to adopt an analytical problem-solving approach in business management. The inclusion of more topical studies in Hong Kong's business environment and HRM will also provide opportunities for students to learn about the local socio-political issues.

AWARDS

Upon successful completion of the programme, students will be awarded "**Advanced Diploma in Business Management**". Students who wish to exit the programme without completion of 11 modules may be awarded an exit award named "Diploma in Business Management", provided they have completed and successfully obtained at least a pass grade in 8 modules.

ARTICULATION to TOP-UP DEGREE PROGRAMME



PROGRAMME STRUCTURE

The Advanced Diploma in Business Management will be delivered in a part-time mode. There are 11 modules, each of which has 33 to 36 hours of lectures.

Module Title

Business Microeconomics
Business Communication*
Management Information Systems
Introduction to Management*
Macroeconomics*
Principles of Marketing*
Organizational Behaviour*
Statistics

Exit Award (optional) : Diploma in Business Management

Hong Kong Business Environment*
Essentials of Accounting*

Elective Modules: Choose one from the below

Business Law of Hong Kong and PRC*
Human Resources Management*

Award: Advanced Diploma in Business Management



* Some courses have been included in the list of reimbursable courses for CEF purpose.

Please refer to the programme website for the module offering schedule

DURATION

The Advanced Diploma in Business Management can be completed in 18 months. The maximum length of study is 5 years.

PROGRAMME SCHEDULE

There are three intakes a year in March, July and November.

Classes are normally held on weekday evenings and Saturday afternoons and evenings. Classes may also be held on Sundays.

ENTRY REQUIREMENTS

Applicants shall:

- (a) (i) have gained in HKCEE Grade E in 4 subjects (including Mathematics) and Level 2 in English Language* or equivalent; and
(ii) one A-level pass or two AS-level passes in any subject or other equivalent post-secondary qualification;

OR

- (b) hold a Certificate in Business and Economics awarded through HKU SPACE within the HKU system;

OR

- (c) have gained in the HKDSE Examination Level 2 in 5 subjects, including English Language;

OR

- (d) be aged 21 and above

* With effect from 2007, HKU SPACE recognizes Grade E previously awarded for English Language (Syllabus B) (Grade C in English Language (Syllabus A)) at HKCEE as an acceptable alternative to Level 2 in this subject at HKCEE.

ASSESSMENT

Assessment for each module will be based on a combination of coursework (including assignment(s) and/or a mid-term test) and a final examination.

MODULE OUTLINES

Business Communication:

This course aims to enable students to enhance their oral and written English communication skills in a business setting. Topics such as persuasion and negotiation, listening and reading, business writing and oral presentation skills in business contexts will be covered

Statistics:

This module introduces statistical reasoning, emphasizing how statistics can help us understand the world. Topics include numerical and graphical summaries of data, data collection, sampling and presentation, probability, hypothesis testing, confidence intervals, correlation and regression. Students will learn to apply statistical concepts to data and reach conclusions about real-world problems

Principles of Marketing:

This module provides a critical awareness of the role of marketing in business. It focuses on the basic steps in the marketing planning process, market segmentation, targeting and positioning, marketing mix and the importance of customers and their behaviour relating to marketing decision.

Management Information Systems:

This course is an introduction to computers and information systems in the business environment. Students will be familiarized with the basic concepts and terminology relating to computer hardware, software, databases, management information systems, systems analysis and designs, structured design and programming, systems implementation, audit and control.

Introduction to Management:

This introductory module in management principles studies the evolution of the basic concepts of management and their practical applications in meeting the objectives of the firm and its stakeholders. The basic aspects of management are developed and related to the objectives of the business. Management leadership issues in the areas of planning, coordinating, motivating and controlling are also included.

Organizational Behaviour:

Introduction to Organizational Behavior, Perception and Decision Making, Motivation, Groups and Teams Communication, Organizational structures and Organizational Dynamics.

Macroeconomics:

This module helps students to understand the environment in which Hong Kong business operates. It is designed to progress from giving students an understanding of the Hong Kong economy to showing how international developments affect Hong Kong's well-being.

Business Microeconomics:

An introduction to the basic concepts and principles of economics with emphasis on price theory and its applications; demand and production analysis; and industrial market structure and economic performance.

Essentials of Accounting:

This module reviews the fundamental accounting concepts. It focuses on the basic accounting policies and accounting data processing, preparation of basic balance sheet, profit and loss account and cash flow statement, and application of ratio analysis in interpreting financial statements and financial theories.

Hong Kong Business Environment:

This module is designed to teach students about the distinctive contextual features of Hong Kong's business environment. The course is composed of two main parts; the first part introduces the socio-economic and political settings of the business environment in Hong Kong. The time-line approach will be taken to review different strategies adopted by the Hong Kong Government to foster the economic development in the territories. The second part covers the operation of Hong Kong business environment and discusses several significant policy agenda. These topics include the development of labor market in Hong Kong's restructured economy; China's WTO accession & its impacts on Hong Kong; and Hong Kong Government's reforms on taxation system and public sector.

Business Law of HK and PRC:

This module gives an introduction to the Hong Kong and PRC legal systems, the fundamentals and general principles of Hong Kong and PRC laws. Topics cover Sale of Goods, company formation, subject matter of contracts, and other legal concepts which a manager may be expected to encounter in the business environment.

Human Resources Management:

Topics include Strategic HRM and HR Planning, Recruitment and Selection, Training and Development, Performance Management, Compensation and Benefits, Employee Relations, Future Trends and Development of HRM.

MEDIUM OF INSTRUCTION

All modules will be taught in English

FEES

Fees are payable in 4 installment, to a total HK\$46,860. All fees paid are not refundable, unless a course is over-subscribed or cancelled. Please note that fees may be subject to revisions, even after a student has submitted an application, or have already been admitted into the programme.

	Fee (per installment)
1st installment	HK\$12,780
2nd installment	HK\$12,780
3rd installment	HK\$10,650
4th installment	HK\$10,650

APPLICATION PROCEDURES

1. Complete the APPLICATION FORM and submit with the following documents:
 - (a) certified copies of all relevant academic and/or proof of working experience
 - (b) copy of HKID card
 - (c) Application fee of HK\$150 by crossed cheque made payable to "HKU SPACE". Application Fee is not refundable and not transferable.
2. The complete set of application form with all relevant supporting documents may be submitted in person or by post to any of the following HKU SPACE enrolment centers*:
 - (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong (Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666
 - (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 pm
Saturdays: closed
Telephone: 2975 5680 Fax: 2546 3538
 - (iii) HKU SPACE Fortress Tower Learning Centre
14/F., Fortress Tower, 250 King's Road, North Point Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: closed
Telephone: 3762 0888 Fax: 2508 9349
 - (iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong (Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493
 - (v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6), Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609
 - (vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070
 - (viii) HKU SPACE Po Leung Kuk Stanley Ho Community College (HPSHCC) Campus
1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay, Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: closed
Telephone: 3923 7171 Fax: 3923 7188

PROGRAMME ENQUIRIES

Tel: 2867 8477 Fax: 2861 0278 Email: advdipbm@hkuspace.hku.hk

HKU SPACE College of Business and Finance
34/F, United Centre, 95 Queensway, Hong Kong



Advanced Diploma in BUSINESS MANAGEMENT MS033A

For office use only
 Admitted Waiting List Rejected

Application code: 1675-MS033A (Mar 2019) / 1735-MS033A (July 2019) / 1755-MS033A (Nov 2019)

Application fee : HK\$150 non-refundable
 Cheque / draft No.:

PROPOSED INTAKE OF STUDY March Intake July Intake November Intake (Please ✓ where appropriate)

PERSONAL PARTICULARS

Name in Chinese (if appropriate) Name in English (Surname first)

Title * Mr. / Mrs. / Ms. / Miss.

Date of Birth

HKID Card / Passport No.

Nationality

Permanent HK Resident Yes No
 (if No, please see Notes to Non-local Applicants)

Correspondence Address

Home Telephone

Mobile Phone

Office Telephone

Email Address

Fax Number

Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person

Phone

ACADEMIC QUALIFICATION (in reverse chronological order)

Please state qualifications relevant to the programme / course entry requirements you are applying for and attach the relevant proof of qualifications.

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time

EMPLOYMENT HISTORY

Name of Employer	Job Title	Dates (From / To)

☐ Name
 Full Postal Address

← Please also complete this part

☐ Please see overleaf →

Advanced Diploma in
BUSINESS MANAGEMENT MS033A

For office use only		
<input type="checkbox"/> Admitted	<input type="checkbox"/> Waiting List	<input type="checkbox"/> Rejected

Application code: 1675-MS033A (Mar 2019) / 1735-MS033A (July 2019) / 1755-MS033A (Nov 2019)

Fee enclosed :
 HK\$12,780 for 1st installment

Cheque / draft No.:

PROPOSED INTAKE OF STUDY March Intake July Intake November Intake (Please ✓ where appropriate)

PROPOSED ELECTIVE COURSE Business Law of Hong Kong and PRC Human Resources Management
 Mathematics for Finance (a separate schedule will be offered)

PERSONAL PARTICULARS

Name in Chinese (if appropriate) Name in English (Surname first)

Title * Mr. / Mrs. / Ms. / Miss.

Date of Birth

HKID Card / Passport No.

Nationality

Permanent HK Resident Yes No
 (if No, please see Notes to Non-local Applicants)

Correspondence Address

Home Telephone

Mobile Phone

Office Telephone

Email Address

Fax Number

Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person

Phone

Course fees are non-refundable, except in the event of a course being oversubscribe or cancelled.

Name
 Full Postal Address

← Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

PERSONAL STATEMENT

Please give a statement in about 100 words why you think this programme would be beneficial to you in your career or self-development, and what you would expect to achieve at the end of the programme. (Attach additional pages, if necessary)

HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box.

Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required Yes No

Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.

If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box.

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "The Programme Director, Advanced Diploma in Business Management, HKU SPACE" 34/F, United Centre, 95 Queensway, Hong Kong.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
7. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date