

ADVANCED CERTIFICATE PROGRAMME ON ADMINISTRATIVE AND MANAGEMENT SKILLS

行政及管理技巧高級證書課程



DESIGNED FOR

The programme is designed for

- a. the graduates of “Certificate Programme on Professional Secretarial and Management Training” and “Certificate Programme on Secretarial and Administrative Practices”; and/or
- b. administrative and management executives who are aspiring for career advancement.

INTRODUCTION

According to “Global Squeeze - The Coming Crisis for First-World Nations”, the economy will be shaped like a dumb-bell in future - with independent executives in the top whereas working staff in the bottom.

In other words, the senior management will be under great pressure and become increasingly demanding towards administrative and management executives. To keep abreast of this changing times, it is imperative for executives to be further equipped themselves to stay beyond the challenge.

By attending this programme, you will learn how to:

- search all kinds of information faster than others
- communicate with your boss and senior management easily in a demanding environment
- work with different managers with different styles with grace
- get more work done in less time
- manage yourself for success

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Institution Code: 300 CEF Course Code: 21K04896-7

This programme is included to be reimbursable under the Continuing Education Fund (CEF). Upon successful completion of this programme, eligible participants will be reimbursed 80% of the course fee or \$10,000, whichever is lower.

Interested applicants must be Hong Kong residents aged 18 to 65, and must submit the completed and certified application form, together with a photocopy of the HKID card directly to the CEF Office before the commencement date of the course. For details, please visit the website: www.sfaa.gov.hk/cef/ or call the enquiry hotline: 3142 2277.

ENQUIRIES

For enrolment and general enquiries, please contact the Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please contact Ms Ann Poon on 2774-8576 or Ms Candy Ho on 2774-8554.

LANGUAGE MEDIUM

Cantonese (supplemented with English)
Course manuals will be in English

DATES AND TIME

Tuesday
28 September; 5, 12, 19, 26 October;
2, 9, 16, 23, 30 November 2010
7:00 pm - 10:00 pm

FEE

Member: HK\$1,475 x 2 instalments = HK\$2,950
Non-member: HK\$1,575 x 2 instalments = HK\$3,150
Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **23 September**) and the second instalment on or before **2 November**. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

VENUE

HKMA Li Ka-shing College of Professional &
Continuing Education
8 Hoi Wang Road
Mongkok (West)
KOWLOON

AWARD OF CERTIFICATE

A participant who has:

1. fulfilled a minimum requirement of 70% attendance of total lecture hours;
2. passed the mid-term exercise; and
3. passed the final project

will be awarded an “Advanced Certificate in Administrative and Management Skills”.

CONTENTS

A. SKILLS FOSTERING

1. Management Skills (管理技巧)

- How to manage your boss
- Dealing with several bosses
- Thinking creatively
- Manage multiple priorities
- Handle office politics
- Arrange Itinerary
- Case study

2. Interpersonal Skills (溝通技巧)

- Getting the boss on your side
- Gaining the support of co-workers
- Getting the support of junior staff
- Outwitting difficult peoples
- Co-ordinate various departments
- Case discussion

3. Presentation Skills (表達技巧)

- Talk to inform, talk to get action, talk to persuade, etc
- How to deliver public speeches
- Tips for impressive public speaking
- How to undertake small talks
- How to overcome nervousness
- How to feedback decently
- Case practice

4. Leadership Skills (領導才能)

- Problem solving and decision making
- Asking wise questions to get results
- Mobilize your team/colleagues
- Effective delegation
- Build a mutually supportive team
- Role play

5. Media Handling Techniques (應付傳媒技巧)

- Understand the different requirement of today's media (including electronic, print and online media)
- Organize press conference
- Prepare a decent speech for your management
- Facilitate the management to answer questions
- Follow up with different press
- PR crises management

B. KNOWLEDGE ACQUAINTANCE

1. Excel in the Mainland Market (掌握中國知識)

- Understand how "Guanxi" networking in China
- Gift-sending etiquette
- Organize press conferences in the Mainland
- Event management and performance monitoring

2. Applying e-Business Knowledge (掌握切合時代需要的知識)

- Fast office supplies procurement via online
- Efficient corporate communications via e-publishing
- Effective human resources development via e-Training by different electronic devices, such as PDAs and ebooks
- Time saving via e-Banking
- Hassle-free for license/certificate application by e-Govt mechanism
- Cases discussion

3. Legal Insight (洞識法律知識)

- Hong Kong Legal System
- Business Organizations
- Law of contract

LECTURER

Ms S Ng is a management consultant and has over 10 years' experience in regional marketing, administrative and office management with sound exposure to different styles of management. She has extensive experience in the field of retail, service and IT from different international listed companies. She has led many successful courses for universities and professional institutes and is most willing to share her valuable experience with participants so that they can come up with practical solutions to their actual daily work problems. She is regarded by her course participants as "dynamic, interesting and empathetic trainer".

Mr J Lo (LLB, Hons), Solicitor, is a well qualified lecturer with around 20 years of legal-related experience. He is a very dynamic speaker and is most willing to share with participants his valuable experience in tackling legal problems. He also possesses considerable experience in teaching legal subjects and has led successful legal courses for the HKMA.

ARTICULATION TO PROFESSIONAL DIPLOMA PROGRAMMES

Upon completion of this programme, participants will be exempted from the following module(s) of a HKMA professional diploma:

Exempted module	For enquiries
Advanced Diploma in Secretarial and Administrative Studies - Management Skills	2774-8501
Professional Diploma in Business Communication - Introduction to Effective Communication	

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CB-30050-2010-3-L 28 September - 30 November 2010

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21K04896-7

ENROLMENT FORM

**Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.*

Name (Mr/Ms) _____ 姓名: _____
(Surname) (Other Names) (中文)

HKID Card No.: _____ () HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Toy Manufacturing), please specify: _____

Job Responsibilities: _____

Telephone No. (Office): _____ (Residence): _____ Mobile: _____

Fax No.(Office/Home): _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Secondary Others (Please specify) _____

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant
Name of Contact Person _____
Position _____
Telephone No. _____ E-mail: _____
Signature: _____ Company Chop and Date: _____

From where did you **FIRST** learn about this Programme?

- Email from HKMA Email from other (Please specify): _____
- HKMA Website Website Advertisement (Please specify): _____
- Direct Mailing Newspaper (Please specify): _____
- MTR Station _____ Exhibition (Please specify) _____

I understand that all handout materials obtained in class are strictly for my own educational purposes. OINA

Signature: _____ Date: _____

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to: Director General, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcomed. Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme and the following instalment(s) according to the payment schedule. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.
- Applications, upon payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force, or Typhoon Signal No. 8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice. **For course details, please contact Ms Ann Poon on 2774-8576 or Ms Candy Ho on 2774-8554.** Website: WWW.HKMA.ORG.HK
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.