

## Diploma / Advanced Diploma in Marketing and Business Management

### 市場學及工商管理 文憑/高等文憑課程

- ☑ 課程提供市場學及管理專業知識
- ☑ 文憑獲The Institute of Certified Management Accountants (ICMA) 認可，考取ICMA Registered Business Accountant (RBA) 資格，最高可獲取10個科目豁免。



# 市場學及工商管理文憑 / 高等文憑課程 (夜間兼讀制課程)

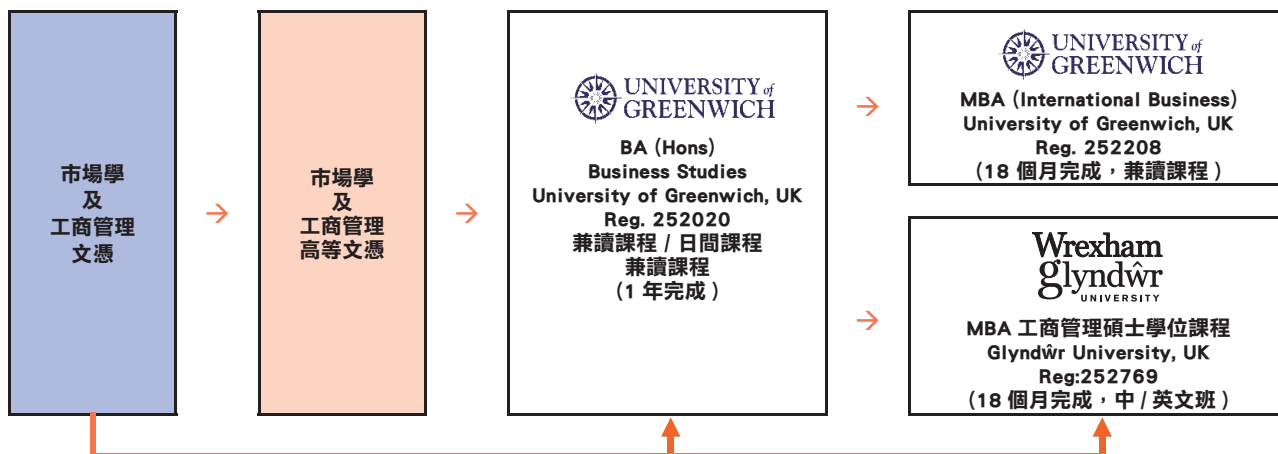
## DIPLOMA / ADVANCED DIPLOMA IN MARKETING AND BUSINESS MANAGEMENT

### 課程簡介

面對香港經濟轉型，加上中港更緊密的經貿關係發展，各大行業均須增聘市場銷售及管理專才。香港管理專業協會 (HKMA) 為有志於從事市場拓展及管理方面的人士特辦夜間兼讀制『市場學及工商管理文憑』及『市場學及工商管理高等文憑』。課程內容涵蓋公司管理、會計、財務、經濟和電腦方面的理論與應用，以切合當今的商業環境。

### 繼續進修

學員成功修畢文憑課程後可繼續升讀市場學及工商管理高等文憑，繼而修讀相關學位課程。



備註：申請報讀學位課程的學員必須符合個別大學之入學要求，如學歷及英文水平。收生最後由大學決定。個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

### The Institute of Certified Management Accountants (ICMA) 認可

「市場學及工商管理文憑」獲 The Institute of Certified Management Accountants (ICMA) 認可。學員如欲考取 ICMA Registered Business Accountant (RBA) 資格，最高可獲取 10 個科目豁免。有關 ICMA 資格的介紹請瀏覽網址：[www.cmaaustralia.org](http://www.cmaaustralia.org) 或致電香港 ICMA 辦事處何小姐 2574-1555 查詢。

## 市場學及工商管理文憑 (Diploma in Marketing and Business Management) GDMBE-85009

### 課程結構

本課程分 8 個科目，共修讀 270 小時。完成課程後，學員將會參加各科考試。校內考試合格及有關科目出席率達 70% 或以上之學員，將獲發香港管理專業協會證書乙張。學員於 5 年內集齊 8 科單科證書，可向本會申請頒發『市場學及工商管理文憑』。

必修科目	科目編號	時數	學費 (HK\$)
1. 管理學原理 (Principles of Management)	GDMBE-45840	36	2,280
2. 市場學 (Marketing)	GDMBE-45869	36	2,280
3. 商業統計 (Business Statistics)	GDMBE-45870	30	1,910
4. 服務市場學 (Services Marketing)	GDMBE-45871	30	1,910
5. 商業經濟 (Business Economics)	GDMBE-45844	36	2,280
6. 商業傳意 (Business Communications)	GDMBE-45858	36	2,280
7. 基礎會計 (Fundamentals of Accounting)	GDMBE-45846	30	1,910
8. 市場學研究 (Marketing Research)	GDMBE-45847	36	2,280
總計:		270	17,130

**入讀條件** 中五或同等學歷；或 毅進課程畢業生；或 滿 21 歲有意進修者 (Mature Students)，不限學歷

**學費** 學費以每期修讀科目計算，有關學費需於報名時連同報名表一起繳交。

# 市場學及工商管理高等文憑

## (Advanced Diploma in Marketing and Business Management)

### GAMBE-85010

#### 課程結構

本課程為已修畢『市場學及工商管理文憑』或持有同等學歷學員而設。合共修讀 8 個科目，共修讀 288 小時。完成課程後，學員將會參加各科考試。校內考試合格及有關科目出席率達 70% 或以上之學員，將獲發香港管理專業協會證書乙張。學員於 5 年內集齊 8 科單科證書，可向本會申請頒發『市場學及工商管理高等文憑』。

修讀科目	科目編號	時數	學費 (HK\$)
1. 市場營銷傳播 (Marketing Communications)	GAMBE-45925	36	2,280
2. 組織行為與人事管理 (Organizational Behavior and Human Resource Management)	GAMBE-45851	36	2,280
3. 銷售與銷售管理 (Selling and Sales Management)	GAMBE-45852	36	2,280
4. 展覽活動管理 (Exhibition and Event Management)	GAMBE-45853	36	2,280
5. 營運及績效管理 (Operations and Performance Management)	GAMBE-45854	36	2,280
6. 商業法 (Business Law)	GAMBE-45855	36	2,280
7. 管理學會計 (Management Accounting)	GAMBE-45911	36	2,280
8. 管理策略 (Strategic Management)	GAMBE-45857	36	2,280
總計:		288	18,240

#### 入讀條件

- 成功完成管協『市場學及工商管理文憑』；或
- 持有其他市場學 / 管理學相關的證書、副文憑、文憑、副學士先修、毅進或同等學歷 (按個別情況獨立考慮，或有需要補修部分『市場學及工商管理文憑』基本科目。申請入讀人士請將有關學歷首先電郵 (tsw@hkma.org.hk) 或傳真 (2448-5133) 至課程秘書處作初步評審。

**學費** 學費以每期修讀科目計算，有關學費需於報名時連同報名表一起繳交。

## 市場學及工商管理文憑 (Diploma in Marketing and Business Management)

### 課程大綱

#### GDMBE-45840: 管理學原理 (Principles of Management)

This module provides an introduction to concepts that underline the nature and purpose of management. It will cover the introduction of business environments, globalization, and the basic knowledge of management functions and business ethics. This subject serves as the fundamental for the other specialized or higher level modules.

#### GDMBE-45869: 市場學 (Marketing)

This module aims to enable participants to understand the role of marketing in all businesses. Students will learn how marketing fits into the organization of a corporate structure; how to identify value wanted by the customer; how to provide value to the customer; and how to communicate value to the customer. Students will be equipped with the skills to plan a business's marketing activities.

#### GDMBE-45870: 商業統計 (Business Statistics)

This module uses a problem solving approach that focuses on proper interpretation and use of statistical information, while developing necessary understanding of the underlying theory and techniques. Topics include the role of statistics in modern business environments and for management information, data collection, data tabulation, probability concepts and probability distributions, sampling distribution, interval estimation and hypothesis testing, correlation and regression analysis.

#### GDMBE-45871: 服務市場學 (Services Marketing)

This module is intended to broaden students' view on marketing, to give students an understanding of how marketing is practiced in service organizations. The attraction, retention, and building of strong customer relationships through quality service are at the heart of this course.

#### GDMBE-45844: 商業經濟 (Business Economics)

This module develops students' understanding of the basic principles of economics in relation to the economic management of the HKSAR and other countries.

**GDMBE-45858: 商業傳意 (Business Communications)**

This module provides students with a broad range of skills used to communicate effectively in business situations. This course will also provide students with practice in occupational writing. The contents are relevant to most administrative and supervisory positions.

**GDMBE-45846: 基礎會計 (Fundamentals of Accounting)**

This module gives a complete understanding, right from scratch to preparation and analysis of financial statements. After completing this course, students will be conversant with accounting concepts and equation, rules of accounting, recording the transactions, adjusting & rectifying the books, preparation of financial statements and analyzing financial statements etc.

**GDMBE-45847: 市場學研究 (Marketing Research)**

The aim of this module is to examine marketing research as a tool for providing information for marketing decision making. The course helps students to understand the central concepts of marketing research, the methods of conducting marketing research and how to use research to solve the problems faced by a marketing professional.

[www.hkma.org.hk/pd/gdmbe](http://www.hkma.org.hk/pd/gdmbe)

## 市場學及工商管理高等文憑 (Advanced Diploma in Marketing and Business Management) 課程大綱

**GAMBE-45925: 市場營銷傳播 (Marketing Communications)**

This module provides students with an in-depth understanding of the role and process of marketing communications as well as how different marketing communications elements combine to effectively meet the objectives of organizations in contemporary business world. Typical topics include: The main elements, activities and linkages associated with the formulation and implementation of a marketing communications plan; Integrated Marketing Communications (IMC); Introduction on various marketing communication tools and how to select and coordinate appropriate marketing communication mix in achieving various promotional objectives etc.

**GAMBE-45851: 組織行為與人事管理 (Organizational Behavior and Human Resource Management)**

This module exposes students to advanced behavioral science theories and applications in personnel management. Organizational behavior and HRM is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, economics, organization theory, and many others. Typical topics include work motivation, individual and group behavior, leadership, stress management, staffing, performance management etc.

**GAMBE-45852: 銷售與銷售管理 (Selling and Sales Management)**

Selling not only is a basic marketing function but also one of the most critical activities in commercial organizations. The module can strengthen students' selling skills and techniques, and helps them to understand the basic concepts of developing and managing a sales team.

**GAMBE-45853: 展覽活動管理 (Exhibition and Event Management)**

This module equips students with practical knowledge in organizing an exhibition and event. Contents like collecting and collating information; budget; how to choose venue, designer, contractor; logistics; safety and security; techniques in dealing with visitors; scheduling and progress etc will be covered.

**GAMBE-45854: 營運及績效管理 (Operations and Performance Management)**

This module is designed to provide students with an understanding of the foundations of the operations functions in both manufacturing and services industries. The course will help the students to plan and control operations activities from both the strategic and operational perspectives. It will also cover techniques of budgeting and evaluating business performance.

**GAMBE-45855: 商業法 (Business Law)**

This module develops students' understanding of the legal implications of problems and situations commonly faced in doing business in Hong Kong and develop their ability to apply legal principles to the solution.

**GAMBE-45911: 管理學會計 (Management Accounting)**

This module introduces the principles of cost and management accounting and the application of those principles. Topics like materials cost and labour cost; overhead costs; job costing; process costing; budgeting; standard costing etc will be studied.

**GAMBE-45857: 管理策略 (Strategic Management)**

This module is designed to provide students with a comprehensive conception of the many dimensions of strategic management. The course enables participants to engage in effective strategic business planning and business strategies formulation.

[www.hkma.org.hk/pd/gambe](http://www.hkma.org.hk/pd/gambe)