

INTRODUCTION

As the business world has become more challenging and competitive, executives and managerial staff need to equip and update themselves with the techniques in effective business communication. To provide systematic and all-round training to those who need to improve the business communication skills in Chinese and English, the Association offers a 10-month part-time diploma programme entitled "Professional Diploma in Business Communication".

OBJECTIVES

The programme aims at equipping participants with essential knowledge and practical techniques in written and oral communications. It will help the participants build up a solid foundation for future advancement in both their studies and careers.

DESIGNED FOR

The programme is designed for executives, officers and those who would like to acquire knowledge of effective communication in workplace.

STRUCTURE

The diploma comprises seven modules, one of which is a project-based module called "Communication Skills in Use". Except the "Communication Skills in Use" module, each module consists of 27.5 hours of lecture. Students are required to spend a further 60 hours on self-directed learning for each module.

PROGRAMME STRUCTURE

The programme consists of seven modules, with a diploma being awarded upon successful completion of the modules.

Introduction to Effective Communication (基礎傳意學)	Practical Business Writing Skills (English) (實用英語商業寫作)	Practical Business Writing Skills (Chinese) (實用中文商業寫作)	
Practical Business Listening and Speaking Skills (English) (實用商業英語會話)	Practical Business Listening and Speaking Skills (Putonghua) (實用商業普通話)	Professional Presentation Skills (專業演說技巧)	Communication Skills in Use - A Management Project (應用傳意技巧-管理報告)

ADMISSION REQUIREMENTS

Applicants must:

1. be secondary school graduates; AND
2. possess 2 or more years' working experience; AND
3. have a reasonable command of written and spoken English.

LANGUAGE MEDIUM

The programme will be conducted in either English or Putonghua (supplemented with Chinese) and the course manuals will be in either Chinese or English

FEE (each module) - payable by 4 instalments per term

First Term's First Instalment: HK\$2,050 ÷ 4 instalments x 3 modules i.e. HK\$512.5 x 3
Plus Non Refundable Application Fee: HK\$200

* Course Fees are paid by 4 instalments per term. The course consists of 7 modules to be completed in 2 terms. Participants enrolling in module(s) / programme(s) commencing next year can enjoy the member rate only if they continue to subscribe for the HKMA membership the following year.

EXEMPTION + CEF SPONSORSHIP

Applicants can apply for exemptions for up to 2 modules of the programme before the programme starts. Application will not be accepted after the course has commenced. For details, please contact the Customer Service Department on 2774-8500. The application form for exemption can be downloaded from our website (WWW.HKMA.ORG.HK). This course has been included in the list of reimbursable courses for CEF purpose. CEF Course Code: 21F02953-0. For enquiries, please tel: 3142 2277 or visit www.info.gov.hk/sfaa/cef

COMPLETION OF A MODULE AND AWARD OF DIPLOMA

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and examination. For the "Communication Skills in Use" module, students need to obtain a pass grade.

Completion of the Professional Diploma in Business Communication

Completion of the Programme requires a student to pass the continuous assessments and final written examinations of all seven modules in two consecutive terms after initial registration. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Business Communication.

Unsatisfactory Performance in a Module

On failing any one module at the first attempt, a student may sit once only for the remedial examination by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time span for participants to complete the whole programme is 2 years.

SYLLABUS

PRACTICAL BUSINESS LISTENING & SPEAKING SKILLS IN ENGLISH

AIMS

Upon completion of the module, participants should acquire skills in communicating with native English speakers without hesitation through the extensive listening and speaking practices. Students are trained to become sensitive to the use of language.

Contents

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| A. Keys of Better Spoken English <ul style="list-style-type: none">• Voice Control, Pronunciation• Phonetic Symbols | D. Negotiation <ul style="list-style-type: none">• Understand Your Audience• Use the Language Effectively• Empowering Your Language |
| B. Sales Talk <ul style="list-style-type: none">• Product Introduction, Service Introduction• Answering Questions | E. Casual Talk <ul style="list-style-type: none">• Idioms• Cross-cultural Understanding• Humour |
| C. Meeting <ul style="list-style-type: none">• Jargon for Meetings• Understand the "True Meaning" Behind Words• Organizing Ideas | |

PRACTICAL BUSINESS LISTENING AND SPEAKING SKILLS (PUTONGHUA) (實用商業普通話)

課程主旨

完成本課程後，學員應可以基本普通話進行溝通。而籍著一連串密集式的會話及聆聽訓練，學員對語言的敏感度將會提高。

課程內容

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|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| A. 基礎訓練 <ul style="list-style-type: none">• 聲母及韻母, 聲調, 拼音 | • 產品介紹, 服務推介 |
| B. 選詞用字的技巧 <ul style="list-style-type: none">• 口語及俚語, 廣普口語對譯 | • 回答問題的技巧 |
| C. 演說技巧 | D. 會議 <ul style="list-style-type: none">• 有效的自我表達, 弦外之音• 會議常用術語 |
| | E. 談判技巧 <ul style="list-style-type: none">• 知己知彼, 有效的語言技巧• 加強語言感染力 |

PRESENTATION SKILLS

AIMS

Upon completion of the module, participants should acquire the skills in preparing and delivering a clear and concise presentation through learning to determine appropriate structure and content and the good mix of visual aids and body language.

Contents

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| A Preparing a Presentation <ul style="list-style-type: none">• Approaching a Presentation• Knowing the Audience• Presentation Style• Organizing the Idea and Information• Use the Language Effectively• Empowering Your Language• Use of Visual Aids | B During the Presentation <ul style="list-style-type: none">• Voice Control, Speech Delivery• Non-verbal Communication• Encourage the Response• Handle Question and Answer Session• The Use of Sense of Humour• Getting the Message Across |
| | C After the Presentation <ul style="list-style-type: none">• Ways of Evaluation, Analyze the Feedback |

INTRODUCTION TO EFFECTIVE COMMUNICATION

AIMS

Upon completion of this module, students should be familiar with the golden rules and theories of effective communication. They are also able to apply them into daily interpersonal communication in the workplace.

Contents

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|---------------------------------------|--------------------------------------------------|
| A. What is Communication? | C. What is the Transactional Analysis? |
| B. How Does It Work? | • transactions |
| • process of communication | • life positions |
| • acquire essential elements | • discounting |
| • overcome the communication barriers | • managing people through transactional analysis |
| | D. Ways to Improve the Communication Skills |

PRACTICAL BUSINESS WRITING SKILLS (ENGLISH)

AIMS

After completing this module, students are able to handle daily internal and external document with confidence. They should be familiar with the format, style and jargon of various types of business document.

Contents

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|---------------------------------------------------------|--------------------------------|
| A. Basic Rules for Effective Business Writing | D. Preparing Internal Document |
| • what is 3Cs | • Memo, Agenda and Minutes |
| • what is “you approach” | • Report, In-house Newsletter |
| • techniques in choosing the right words | E. Preparing External Document |
| B. Format & Style of Various Types of Business Document | • Fax Transmission, Letter |
| | • Proposal, Brochure & Leaflet |
| C. Common Errors in Business Writing | |

PRACTICAL BUSINESS WRITING SKILLS (CHINESE) (實用中文商業寫作)

課程主旨

完成本課程後，學員應可有效地處理對內及對外文件。他們也能清楚認識各文件的格式、風格及一般術語。

課程內容

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|-----------------|-------------|
| A. 寫作的基本技巧 | • 各類報告 |
| • 角色轉移法 | • 內部通訊 |
| • 選詞用字的技巧 | E. 擬備各類對外文件 |
| B. 各類商業文件的格式及風格 | • 傳真便條 |
| C. 商業文件中常見的錯誤 | • 書信 |
| D. 擬備各類對內文件 | • 建議書 |
| • 備忘及便條 | • 單張及小冊子 |
| • 會議議程及記錄 | |

PROJECT

Students are required to submit a project proposal according to the guidelines given by the lecturer. Upon the approval of the lecturer, students have to do the project and presentation required.

Course contents of all modules may be subject to change if required without prior notice.

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: HKMA

CEF Institution Code: 300

CEF Course Code: 21F02953-0

CEF Course Title: Professional Diploma in Business Communication

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

ENQUIRIES

To make enquiries, please call 2774-8500 (Customer Service Department) during office hours. For course details, please contact Ms Jane Ma on 2774 8552 or Mr S H So on 2774 8550.

About the Hong Kong Institute of Management

The Hong Kong Management Association (HKMA) offers a diverse range of services, namely management education and training, business awards, seminars, conferences and dinner functions. “**Hong Kong Institute of Management**” (香港管理研究院) is the education and training division of the Association which highlights the executive focus of its programmes.