



Professional Diploma in Customer Service Management 顧客服務專業文憑課程

APPLICATION INFORMATION FOR NEW APPLICANTS

(2011-6/NS)



A. Application Procedures

1. Return the completed form, together with a crossed cheque in favour of **The Hong Kong Management Association** for First Instalment **HK\$2,200** (HK\$3,000 x 2 modules ÷ 3 instalments + HK\$200 application fee). Please write your **FULL NAME** and **HKID CARD NO.** on the back of the cheque.
2. Please provide **2 recent photographs for student identity card**, size **2.5 cm x 3.8 cm (1" x 1.5")**.
3. Please attach one set of photo-copies of all the certificates of educational qualifications mentioned in the Application Form.
4. All application should be returned to The Hong Kong Management Association, 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

B. Refund of Course Fee

1. Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to 25 October 2011 by the PDCS Secretariat.
2. Refund of module fee less the HK\$200 cancellation charge per module and HK\$200 application fee will be made for written withdrawal requests received before 1 November 2011. Thereafter no refund will be made.

C. Reimbursable by Continuing Education Fund (CEF)

Name of Institution: **HKMA** Institution Code: **300** CEF Course Code: **21F02959-A**

CEF Course Title: **Professional Diploma in Customer Service Management**

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants **MUST** submit their CEF 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.

D. Schedule

Term One	8 November 2011 - 2 February 2012
Term Two	21 February - 22 May 2012
Term Three	12 June - 4 September 2012

Commencement Date

Tuesday, 8 November 2011

Application Deadline

Tuesday, 25 October 2011

Class & Examination Venue

HKMA Li Ka-shing College of
Professional & Continuing Education
8 Hoi Wang Road
Mongkok (West)
KOWLOON
(8-10 minutes' walk from Olympic MTR
Station exit D3 or take van 43M from exit B2
of Yau Ma Tei MTR Station)

Modules	Dates	# Examination
Customer Service Strategy & Tools (PDCS-42101-2011-6-L) 7:00 - 10:00 pm	Tuesdays 8, 15, 22, 29 November; 6, 13, 20 December 2011; 3, 10, 17 January 2012	Tuesday 31 January 2012 7:00 - 9:00 pm
Customer Relations & Communications (PDCS-44102-2011-6-L) 7:00 - 10:00 pm	Thursdays 10, 17, 24 November; 1, 8, 15, 29 December 2011; 5, 12, 19 January 2012	Tuesday 7 February 2012 7:00 - 9:00 pm

The examination results may be released after the new term has started.

E. Notes for Applicants

1. Lecture notes will be distributed during the lecture.
2. 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.
3. Personal data will be used for the purpose of market research, programme development and direct mailing.
4. The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Enquiries

For enquiries, please call 2774 8500 (Customer Service Department).

For course details, please contact Ms Carol Chan on 2774 8506 or Ms Grace Mo on 2774 8538.



