

Certificate Course on Training and Development 培訓及發展證書課程

With effect from 1 April 2019,
CEF subsidy ceiling would be
increased from \$10,000 to
\$20,000 per applicant.

13 August - 22 October 2019



CERTIFICATE COURSE ON TRAINING AND DEVELOPMENT

- In Achieving HRD Excellence in a Competitive Business Environment



DESIGNED FOR

All middle level managers with the responsibility for enhancing the effectiveness of their staff through training and development.

INTRODUCTION

Many companies in Hong Kong are currently facing rapid changes in the business environment, and they have to ensure that their staff members have the competent skills and appropriate attitude to cope with the changing business environment. Training and human resources development are proven to have a substantial impact on improving the staff's overall performance. Successful companies as measured by growth in profit, growth in market share, return on investment, labour turnover, etc. are frequently found to be those with sound investment in people. The course is designed to meet the above mentioned needs to ensure that participants will acquire the practical and "how-to" skills to design and conduct tailor-made training and development programmes for their staff. The course also provides participants with an open forum to share the ways of developing different training and development strategies including customer service development, business process re-engineering and the latest training trends in corporations. The course leader will benchmark the best practices from some of the reputable organizations in developing the strategies and whole-system approach in training and development.

OBJECTIVES

Upon completion of the course, participants will be able to:-

- adopt different approaches in identifying the training and development needs of staff
- learn the ways of designing an effective training and development programme
- apply the professional presentation and facilitation skills to conduct a training programme
- evaluate the effectiveness of training programme systematically
- identify the latest trend of training and development
- benchmark the excellent companies in organizing different training and development programmes/strategies

AWARD OF CERTIFICATE

A participant who has

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

will be awarded a "Certificate in Training and Development".

LANGUAGE MEDIUM

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

DATES AND TIME

Tuesday
13, 20, 27 August;
3, 10, 17, 24 September;
8, 15, 22 October 2019
7:00 pm - 10:00 pm

FEE

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,200	HK\$1,200	HK\$1,200	HK\$3,600

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **8 August**) the second and third instalment on or before **27 August and 17 September** respectively. 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

Dr Kennedy Y H Wong Management Development Centre
The Hong Kong Management Association
1/F First Commercial Building
33-35 Leighton Road
Causeway Bay HONG KONG

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Institution Code: 300 CEF Course Code: 21C04673-6

This course has been included in the list of reimbursable courses under the Continuing Education Fund. Participants **MUST** submit their applications directly to the Office of the CEF. For details, please visit the website: www.wfsfaa.gov.hk/cef or call the enquiry hotline: 3142 2277.

Applicant must meet the entry requirements of the course. Please refer to www.wfsfaa.gov.hk/cef for details.

Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

Register Now

A. IDENTIFICATION OF TRAINING AND DEVELOPMENT NEEDS IN CORPORATION (確認企業的培訓及發展)

1. Survey Approaches
 - Customer Feedback Survey
 - Training & Development Needs Analysis Survey
 - Staff Attitude Survey
 - Problem Centre Approach
 - Organizational Alignment Survey
2. Organizational Functional Audit and Review
3. Individual Needs Determination:
 - Staff Interview
 - Conference and Workshop
 - Competencies Survey
 - Performance Appraisal

B. WRITING TRAINING & LEARNING OBJECTIVES (撰寫培訓課程的目的及綱要)

1. Purposes and Classification of Objectives
2. Guiding Principles of Writing Training Objectives
3. Essential Techniques of Writing Training Objectives

C. DESIGNING AND TAILORING AN EFFECTIVE TRAINING AND DEVELOPMENT PROGRAMMES (設計有效的培訓及發展課程)

1. Writing Training Objectives
2. Conceptual Model for Designing a Training & Development Programme
3. Classic Learning Theories and Adult Learning Principles
4. Application of Programmed Learning and Experiential Learning Approach in Course Design
5. Using Various Training Methods
6. Writing Course Proposal
7. Writing Trainer's Guide and Lesson Plan
 - Key Training Points
 - Session Plan
 - Methodologies
 - Participant Manual
 - Visual Aids
 - Handouts
 - Writing Case and Role Play Scenarios
8. Demonstration and Case Study of Effective Training Design

D. APPLICATION OF EXPERIENTIAL LEARNING IN DESIGNING EFFECTIVE TRAINING PROGRAMMES (經驗學習在設計有效益的培訓)

1. Experimental Learning Cycle
2. Strength and Considerations of Experiential Learning and Facilitation

3. Designing and Facilitation of Experiential Learning Activities/Structured Exercises
4. Demonstration of Experiential Learning in Various Training Programme

E. DESIGNING EFFECTIVE ON-THE-JOB TRAINING SYSTEM (設計有效益的在職培訓)

1. Designing On-the-Job Training System
2. Guidelines for On-the-Job Trainers
3. Writing On-the-Job Training Manual and Task Analysis
4. Coaching Skills for On-the-Job Trainers
5. Writing On-the-Job Training Policies and Handbook
6. Benchmarking of Excellent Companies in Designing On-the-Job Training System

F. EVALUATION OF OUTCOMES AND BENEFITS OF TRAINING PROGRAMME (培訓課程的效益評估)

1. Four Levels of Evaluation:
 - Reaction, Learning, Behaviour, Results
2. Methods of Evaluation
3. Measurement of Contributions of Programme to the Business Strategies

G. CONTRIBUTION OF STRATEGIC TRAINING PROGRAMMES TO SUPPORT BUSINESS STRATEGIES (配合公司業務策略的培訓課程)

1. Strategic Management Training Programmes and Strategies
2. Effective Customer Service Training Strategies
3. Process Improvement Training and Strategies
4. Management Development Programmes and Strategies
5. Career Management Strategies

H. LATEST TREND OF TRAINING AND DEVELOPMENT (培訓課程的新趨勢)

1. e-Learning Training Approaches
2. Knowledge Management Training
3. Computer Based Training
4. Executive Coaching Training

I. BENCHMARKING EXCELLENT COMPANIES IN INITIATING EFFECTIVE TRAINING AND DEVELOPMENT STRATEGIES (傑出公司培訓策略參考)

- Winning Programmes in the Award for Excellence in Training in Hong Kong

LECTURER

The Lecturer possessed a China focused MBA degree and graduated from University of Calgary, Canada majoring in Human Resources Management. With 27 years of all rounded and hands on experiences in different facets of human resources operations, he is confident that you will gain practical and contemporary HR practices from this Certificate Course. As a seasoned HR practitioner and being the Senior Staff Development Manager of an international organization headquartered in Hong Kong with more than 1,000 staff, the Lecturer will offer rich real life cases sharing to enlighten your learning experiences. He had an impressive track record in teaching various management courses with HKMA and various educational institutes in Hong Kong.

He is most willing to share his very valuable experience with the participants so that they may come up with practical solutions for actual daily work problems.

ENQUIRIES

For course details: Ms Candy Ho on 2774-8554

General Enquiry & Enrolment: 2774-8500 or 2774-8501
Email: enrol@hkma.org.hk Fax: 2365-1000
<http://www.hkma.org.hk/pdf/CBA002420193FC.pdf>

Register Now

APPLICATION FORM

CERTIFICATE COURSE ON TRAINING AND DEVELOPMENT

培訓及發展證書課程 CB-A0024-2019-3-FC 13 August - 22 October 2019



21C04673-6

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,200	HK\$1,200	HK\$1,200	HK\$3,600

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **8 August**) the second and third instalment on or before **27 August and 17 September** respectively. 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.

* 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. (For verification for the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

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

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

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation F.5 / HKDSE Others (Please specify) _____

* Applicant must meet the entry requirements of the course. Please refer to www.wfsfaa.gov.hk/cef for details.

* Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

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: _____

APPLICATION FOR CEF

I will apply for CEF and aware that I shall submit application directly to CEF Office of the programme. I consent to the disclosure of my personal data, any other information and records in relation to the programme to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for the purposes of fees reimbursement under the CEF and audit inspection.

I will not apply for fee reimbursement under the CEF for the course and do not consent to the disclosure of my personal data to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please specify): _____

■ This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.

2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).

2. I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.

3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

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

2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____

Notes for Application

- 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 full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full 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 2774-8500 / 2774-8501 (Customer Service Department) during normal office hours or Email: enrol@hkma.org.hk or fax 2365-1000.
- 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 welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full 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.
- HKMA Website: WWW.HKMA.ORG.HK