

# Distance Learning Certificate Courses



Advancing Management Excellence

Business Management  
Customer Services  
Event Management  
Finance  
General Management  
Human Resources Management  
Logistics & Purchasing Management  
Marketing & Sales  
Project Management  
Secretarial Studies  
Security Management

January - June 2019



# Programmes 課程



## Business Management

DLCC on Business Writing for Engineers  
DLCC on How to Improve Managerial Efficiency



## Customer Services

DLCC on How to Handle Customer Complaints and How to Develop Business Opportunities from Complaints  
DLCC on Managing Customer Service - Tactical Steps to Achieve Customer Satisfaction



## Event Management

DLCC on Events, Exhibitions and Conference Management



## Finance

DLCC on Key fundamental of Corporate Finance



## General Management

DLCC on Effective Business Writing for Executives  
DLCC on Making of a Successful Manager  
督導人員專業管理技巧遙距證書課程  
商業管理高級遙距證書課程



## Human Recourses Management

DLCC on Corporate Human Resource Management  
DLCC on How to be a Successful Trainer  
DLCC on The Policy and Procedure Manual of Human Resource Management  
人力資源管理實例探討 120 款應用表格研究遙距證書課程  
人力資源管理高級遙距證書課程  
僱傭條例遙距證書課程



## Logistics & Purchasing

DLCC on Modern Inventory and Warehouse Management  
貨倉及存貨管理運作實務遙距證書課程  
實用採購管理遙距證書課程



## Marketing & Sales

DLCC on Marketing Operations - Strategic Marketing Skills at Operational Level  
DLCC on Public relations - How to Handle Corporate Communication  
零售業管理精要透視遙距證書課程  
銷售技巧與客戶管理運作實務遙距證書課程  
特許經營管理遙距證書課程



## Project Management

DLCC on Key Aspects of Effective Project Management



## Property Management

樓宇物業管理精要遙距證書課程



## Secretarial Studies

DLCC on The New Executive Secretary Course  
DLCC on the Professional Executive Secretary Course



## Security Management

保安實務管理遙距證書課程

TRUE FLEXIBILITY  
自主靈活

EFFECTIVE  
有效

CATER TO YOUR NEEDS  
切合所需

#### ABOUT DISTANCE LEARNING COURSE

- Cater to the needs of society and individuals
- Flexible self-study mode to enrich your management knowledge
- Courses are developed by professional lecturers
- Over 30 years in delivering distance learning courses in Hong Kong

#### FORMAT

This is a 3-month certificate course conducted through distance learning and self-study mode. Participants are required to send the assignments to the Association for marking. All assignments will be marked and be returned to participants with suggested answer.

#### RECEIPT OF STUDY PACKAGE

Participants will receive the study package by registered mail within 7 days after the commencing date of the course. This self-tuition package consists of a study guide, course materials, assignments and a participant information folder.

For enquiry of study package delivery, please contact secretariat: Mr Danny Lai by 2774-8586 during normal office hours.

#### AWARD OF CERTIFICATE

Certificate will be awarded by The Hong Kong Management Association to participants who have successfully completed and passed 3 assignments for each course.

#### 遙距課程特色

- 配合社會及個人需要
- 彈性及靈活的自主學習模式，提升個人管理知識
- 課程編寫由專業導師負責
- 超過 30 年推行遙距教學經驗

#### 課程形式

課程採用遙距及自學形式進行，為期三個月。學員需要完成習作並交回本會批閱。批閱後的習作將連同參考答案寄回給學員。

#### 寄遞研習教材

研習教材將於開課後 7 天內以掛號形式郵寄予學員。全套研習教材包括講義、學習進度指引、習作和學員手冊。

如欲查詢教材之郵遞，請於正常辦公時間內致電秘書處：2774-8586 與黎先生聯絡。

#### 證書頒發

學員必需完成 3 份習作並取得合格成績方可獲香港管理專業協會頒發所選讀課程的遙距證書。



### **FEE FOR EACH COURSE**

HKMA Member : HK\$1,050

Non-member : HK\$1,150

### **POSTAGE FEE FOR NON-LOCAL STUDENTS (EACH COURSE)**

China, Taiwan and Macau: HK\$130

South East Asia: HK\$185

Other Countries: HK\$250

(For each course)

### **3-MONTH DURATION**

Commencement starts on the 9th of each month

### **ENQUIRIES**

Enrolment and enquiries please call: 2774 8500 or 27748501 (Customer Services Department)

For course administration: 2774 8586 (Mr Danny Lai)

Website: [www.hkma.org.hk/dlcp](http://www.hkma.org.hk/dlcp)

Mobile page: [www.m.hkma.org.hk](http://www.m.hkma.org.hk)

### **課程費用 ( 每項課程 )**

本會會員 : HK\$1,050

非會員 : HK\$1,150

### **非本港學員郵費 ( 每項課程 )**

中國、台灣及澳門 : HK\$130

東南亞國家 : HK\$185

其他國家 : HK\$250

### **課程為期三個月**

學期於每月 9 號開始

### **查詢**

報名及查詢請致電 : 2774 8500 / 2774 8501

課程秘書處 : 2774 8586 ( 黎先生 )

網址 : [www.hkma.org.hk/dlcp](http://www.hkma.org.hk/dlcp)

手機網址 : [www.m.hkma.org.hk](http://www.m.hkma.org.hk)



# DISTANCE LEARNING CERTIFICATE COURSE ON HOW TO IMPROVE MANAGERIAL EFFICIENCY

N-A7518-2019



## INTRODUCTION

**M**anagement is "Getting things done through other people". But it is not an easy job without appropriate techniques. To meet the never-ending challenges of managerial responsibilities, all managers have constantly to improve and sharpen their management skills and techniques. As the business world grows in size and complexity, effective managerial skills have become an essential asset for all successful managers.

## OBJECTIVES

Upon completion of the course, participants should have acquired a comprehensive understanding of important effective managerial skills including communication, decision making, motivation, delegation and leadership.

## DESIGNED FOR

All frontline and middle-level executives who want to make use of their spare time to improve their managerial effectiveness.

## STUDY MATERIALS

English

## CONTENTS

### I. Communication

- Better Communication for Managers
- A Model for Better Communication
- Breaking Down Barriers to Effective Communication
- How Do You Rate as a Listener?
- Tools for Spotting and Correcting Communication Problems
- Case Study

### II. Decision Making

- A Realistic Look at Decision Making
- Styles of Decision Making
- The Subjective Factor in Decision Making
- Quality Decisions Start with Good Questions
- Groups Can Make the Best Decisions - If You Lead the Way
- Involving Your Staff in the Decision-Making Process
- Case Study

### III. Motivation

- Why You Can't Motivate Everyone
- Constraints to Effective Motivation
- The Best Way to Motivate
- Understanding and Using Motivation
- Understanding Needs
- Alternatives to Monetary Rewards
- Case Study

### IV. Delegation

- Delegation: There's More to it than Letting Someone Else do it
- Why Supervisors Don't Delegate and Employees Don't Accept Responsibility
- Giving Instructions: It's not as Easy as it Seems
- Speaking with Authority: How to Give Directions
- How Breakable is the Chain of Command?

### V. Leadership

- Working on your Leadership Skills
- Learning how to Influence Others
- Fine-tuning Team Spirit
- Leadership Style and Managerial Effectiveness - an Exercise in Self-analysis

### VI. Self-development

- Management Theory: Its Application to the Job
- How to Identify your Negative Behaviour Characteristics
- Towards a More Creative You - Developing the Whole Person
- Towards a More Creative You - the Actualising Climate
- Towards a More Creative You - the Actualising Philosophy
- Towards a More Creative You - the Actualising Executive



## DISTANCE LEARNING CERTIFICATE COURSE 遙距證書課程

January - June 2019

**FEE FOR EACH COURSE**

HKMA Member: HK\$1,050  
Non-member: HK\$1,150

\* Applicants should include their HKID card number and fill in their details in block letters.  
The Association will issue certificates based on following details and name format.

Name (Mr/Ms): \_\_\_\_\_

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

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

Job Responsibilities: \_\_\_\_\_

Tel No. (Co): \_\_\_\_\_ (Home): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax No. (Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

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

Total Number of Years' Working Experience: \_\_\_\_\_ Years of Working Experience in Course-Related Field: \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

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): \_\_\_\_\_ Exhibition:  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.

# 報名表格

Please tick  course choice and the commencement month

請在方格內劃上  號，選擇課程及選修開課月份。

Course Code 課程編號	Months 月份	Courses 課程名稱
N-A7511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Business Writing for Engineers
N-A7518-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to Improve Managerial Efficiency
N-87542-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to Handle Customer Complaints and How to Develop Business Opportunities from Complaints
N-87543-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Managing Customer Service - Tactical Steps to Achieve Customer Satisfaction
N-A7514-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Events, Exhibitions and Conference Management
N-27544-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Key Fundamental of Corporate Finance
N-A7512-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Effective Business Writing for Executives
N-A7516-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Making of a Successful Manager
NB-A7510-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	督導人員專業管理技巧遙距證書課程
N-A7505-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Corporate Human Resource Management
N-A7503-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to be a Successful Trainer
N-A7506-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on The Policy and Procedure Manual of Human Resource Management
NB-37501-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	人力資源管理實例探討 120 款應用表格研究遙距證書課程
NB-37513-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	僱傭條例遙距證書課程
N-97511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Modern Inventory and Warehouse Management
NB-97519-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	貨倉及存貨管理運作實務遙距證書課程
NB-97500-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	實用採購管理遙距證書課程
N-87528-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Public relations - How to Handle Corporate Communication
NB-87515-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	零售業管理精要透視遙距證書課程
NB-87534-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	銷售技巧與客戶管理運作實務遙距證書課程
NB-87536-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	特許經營管理遙距證書課程
N-47533-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Key Aspects of Effective Project Management
NB-A7513-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	樓宇物業管理精要遙距證書課程
N-87537-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Marketing Operations - Strategic Marketing Skills at Operational Level
N-37510-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on The New Executive Secretary Course
N-37511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on the Professional Executive Secretary Course
NB-A7517-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	保安實務管理遙距證書課程

## 報名須知 Notes for Application

- 報名取錄與否，一概由本會審查決定。  
Acceptance is subject to the discretion of the Association
- 本會收到閣下的報名表格及課程全部費用後，將致電通知。學費收據將於兩星期內寄發。  
Applicants will be notified by telephone to confirm receipt of the application and full programme fee. An official receipt will be sent to you within two weeks.
- 已繳之學費，概不退還。  
No refund will be made after payment
- 香港管理專業協會保留更改課程細節之權利。更改事宜將於需要時通知報名者。  
The Association reserved the right to make alternations regarding to the details
- 報名及一般查詢，請致電客戶服務部 2774-8500 / 2774-8501 或以傳真 2774-8503 聯絡本會。課程秘書處 (查詢教材之郵遞，習作發還及證書頒發)，請電 2774-8586 與黎先生聯絡。  
For enrolment and general course enquiries, please call Customer Services Department on 2774-8500 / 2774-8501 or via fax to 2774-8503. For course administration (Enquiry of study package delivery, returning of graded assignments and award of certificate), please call Mr Danny Lai on 2774-8586.
- 本課程詳情：陳小姐 2774-8569 電郵：details.clp@hkma.org.hk  
For this course details: Ms Shirley Chan 2774 8569 Email: details.clp@hkma.org.hk

歡迎瀏覽本會網址：WWW.HKMA.ORG.HK/DLCC  
Please visit our website: WWW.HKMA.ORG.HK/DLCC

## 個人資料收集聲明 Personal Data Collection Statement

1. 本會收集及保存個人資料的目的及用途為處理課程報名的申請、安排入讀事宜、學生及本會會員事務、課程研究及統計事宜。  
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. 此報名表內所提供的個人資料將供本會職員向申請人進行直接促銷活動，包括優惠、培訓及教育課程、獎項及比賽、會員、舊生會、推廣及其他服務及活動。  
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. 申請人如欲查閱及 / 或更改個人資料，請向本會提交書面申請。  
Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

如不欲接收此聲明第二項所述之本會資訊，請於空格內填上  號，或隨時向本會提交書面申請。

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.

## 申請人聲明 Applicant's Declaration

1. 本人謹此聲明在此報名表格及附件中填報的資料，根據本人所知，均屬真實無訛，並授權香港管理專業協會向有關機構索取有關本人之考試及就讀資料 (如需要)。  
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. 本人明白在此報名表格及附件中填報的資料將用於入學評估的過程，亦明白任何虛假陳述、遺漏或誤導性的資料可能令本人申請及就讀有關課程及被錄取的資格被取消。  
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. 本人已細閱、明白並同意「個人資料收集聲明」的內容。  
I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

## 注意事項 Notes

1. 本人確知課堂上派發之講義僅供本人修習之用。  
I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. 本人已明白列於報名表格中的所有「報名須知」。  
I have understood all the "Notes for Application" listed in Application Form.

申請人簽署： \_\_\_\_\_  
Applicant's Signature

日期： \_\_\_\_\_  
Date