

Advanced Diploma in Secretarial and Administrative Studies

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



Advancement Path

Master Degrees

1. **MBA** Reg. 210545 **in:**
articulation via successful completion of Graduate Diploma Reg. 211318 for
PD graduates **(2.5 years)**
Macquarie University Graduate School of Management, Australia
2. **MBA (18 month, Chinese & English class)** Reg. 252769
Glyndwr University, UK
3. **MBA (International Business) (18 month)** Reg. 252208
University of Greenwich, UK
4. **MBA** Reg. 212659
- Human Resources Management (2 years)
University of South Australia



Bachelor Degrees

1. **BA(Hons) Business Studies** Reg. 252020 **(1 year)**
 - Business Studies
 - Events Management
 - Finance
 - Human Resource Management
 - Logistics
 - MarketingUniversity of Greenwich, UK
2. **BA(Hons) (1 year)**
 - **Human Resource Management** Reg. 251921
 - **International Business** Reg. 251922University of Huddersfield, UK
3. **BA(Hons) (3 years, Chinese & English Class)**
 - **Accounting and Finance** Reg. 252612
 - **Business** Reg. 252613Glyndwr University, UK



Advanced Diploma in Secretarial & Administrative Studies (10 months)

Applications for exemptions for up to 2 modules of the programme are welcome and they will be considered by the HKMA Academic Committee whose decision is final.

Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.

It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

** The programme is currently under course registration application based on the Non-local Higher and Professional Education (Regulation) Ordinance.*



THE PROGRAMME

Flexibility, adaptability and being able to take the initiative are the keynotes of today's secretaries. The high-calibre secretarial administrator is in great demand because of the vital link between management and administrative functions. Today's secretaries are mature, intelligent and highly-skilled individuals whose abilities should on no account be underestimated. Secretaries of the future will need training in effective communication, organising and planning as well as office administration.

This Advanced Diploma in Secretarial and Administrative Studies is designed to prepare secretaries for advancement in secretarial administration and management. It provides education and training in business subjects to meet the growing demands of the business sector and reflects the changes in modern office management.

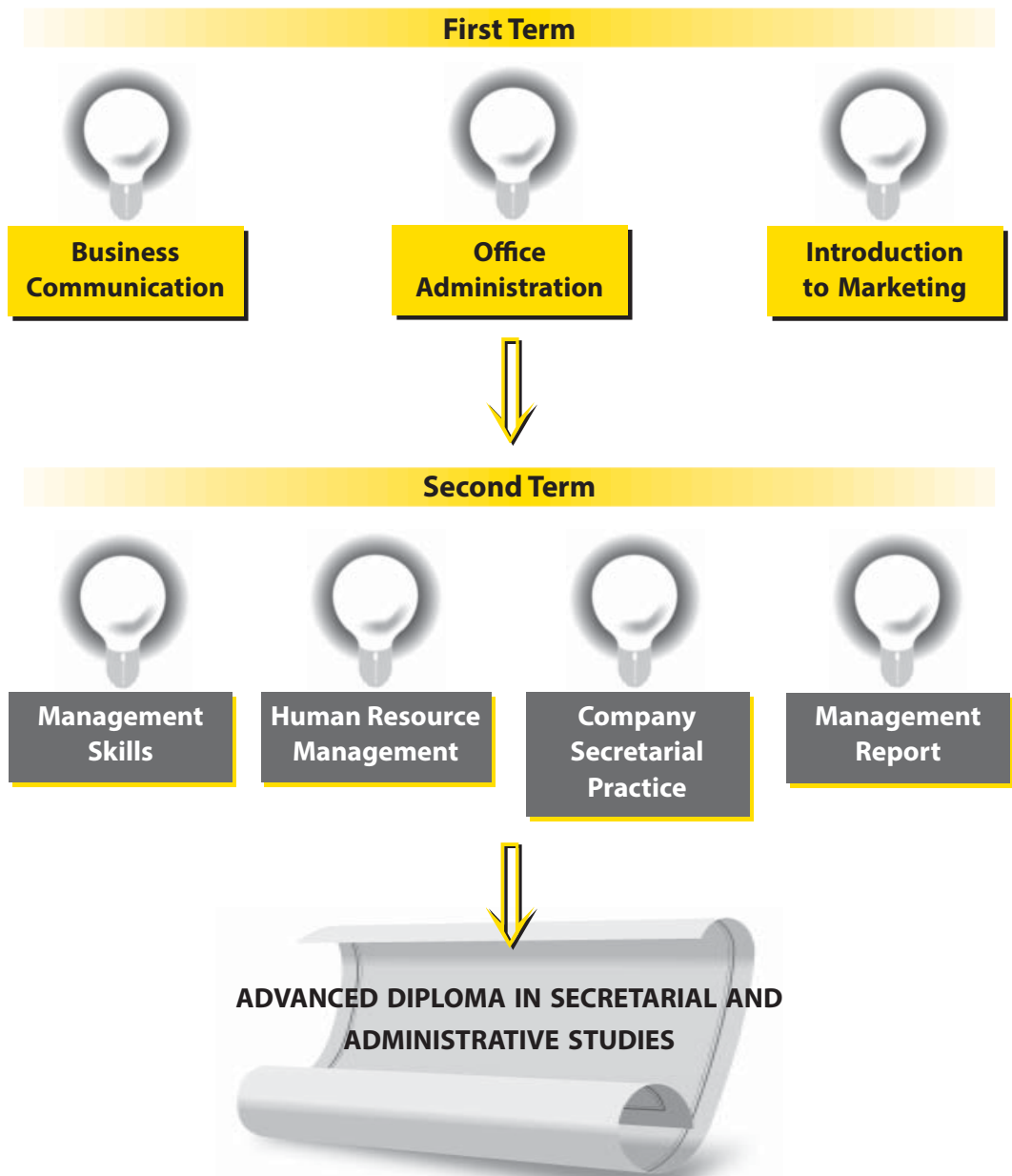
There are seven modules, one of which is a project. The first three modules are designed to enhance professional skills and the last four modules help develop administrative and management knowledge and skills. The project serves to help consolidate learning and maintain motivation throughout the course of study. Students are required to read textbooks and reference literature and will use case studies, group presentations, discussions and open debates to enhance learning and share their work experiences.

The programme draws on the best lecturers and scholars selected from academic and professional institutes of higher education and training.

PROGRAMME STRUCTURE



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



- * Not necessarily all modules will be offered in each term. The offering of specific modules will be at the discretion of the ADSA Secretariat.
- * Course contents are subject to change if required without prior notice.



Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to meet this requirement will disqualify a student from sitting for the final written examination. Students must satisfactorily pass the continuous assessment and the final examination at the conclusion of the module concerned.

The student is also required to achieve a pass grade in the module "Management Report".

Completion of the Advanced Diploma in Secretarial and Administrative Studies Programme

Completion of the ADSA Programme requires a student after initial registration to pass the continuous assessments and final written examinations of all seven modules in two consecutive terms. A student who has satisfied all the requirements will be awarded the Advanced Diploma in Secretarial and Administrative Studies.

Unsatisfactory Performance in a Module

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

Exemption

Applicants can apply for exemptions for up to 2 modules of the ADSA programme before the course commencement date. Applications will not be accepted after the course has commenced.

Applicants who have completed equivalent modules in the programmes offered by The Hong Kong Management Association or other institutions may apply for exemptions.

However, the past academic studies for which exemptions are to be considered must have been undertaken in the last seven years (exceptions may be considered if the applicant has continued to work in the respective specialist areas of his/her past academic studies).

ADMINISTRATIVE DETAILS



Admission Requirements

Applicants must:

1. be secondary-school graduates; AND
2. possess at least 2 years of secretarial or administrative work experience; AND
3. have a reasonable command of written and spoken English

Timetable

The first and the second term modules are usually offered in both the Spring and the Autumn terms. Students can either take their first term modules from April to August or from October to February the following year. However, the course must be completed in sequence, the maximum time for participants to complete the whole programme is 2½ years.

Each module consists of a total of 30 contact hours, except for the Management Report. The whole Diploma Programme constitutes 210 hours of post-experience diploma-level work.

Language Medium

The language of instruction will be Cantonese. The course materials will be in English.

ADSA Secretariat

The Hong Kong Management Association
16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong
Tel: 2774 8500 Fax: 2365 1000

Continuing Education Fund (CEF)

The "Advanced Diploma in Secretarial and Administrative Studies" has been included in the list of reimbursable courses for CEF purposes. Details are as follows:

Name of Institution: HKMA
CEF Institution Code: 300
CEF Course Title: Advanced Diploma in Secretarial and Administrative Studies
CEF Course Code: 21F03424-0



BUSINESS COMMUNICATION

AIMS AND OBJECTIVES

- To provide students with the up-to-date knowledge and information on various approaches of communication.
- To provide students with the knowledge necessary to improve their ability to communicate effectively.

By the end of their study, students will be able to:

1. Understand the importance of communication skills
2. Describe the communication process
3. Explain the elements of interpersonal communication
4. Describe the various channels and styles of business communication
5. Overcome the barriers to communication and improve its effectiveness
6. Describe the forms of organisational communication

CONTENTS

A. COMMUNICATION IN ORGANISATIONS

- Factors influencing organisational communication
- Formal channels of communication within the organisation
- Informal communication
- Communication barriers

B. COMMUNICATION PROCESS

- Planning, organizing, drafting
- Guidelines for presentation
- Beginning and ending a communication
- Composing sentences and choice of words
- Checking and revising for good writing
- Audio-visual aids

C. BUSINESS COMMUNICATION

- Business proposals
- Effective oral communication
- Participation in meetings
- Use of telephone for business communication

D. PUBLIC RELATIONS

- Public relations and external affairs
- Public speaking, press and media

E. BUSINESS LETTERS

- Layout, style and planning
- Types

F. REPORT WRITING

- Business reports
- Style, assembling, planning, drafting and editing



OFFICE ADMINISTRATION

AIMS AND OBJECTIVES

- To provide students with the knowledge of how to integrate office management concepts with practice.
- To enable students to develop and strengthen the skills and knowledge required to organise and manage their offices efficiently and effectively.

By the end of their study, students will be able to:

1. Select system analysis tools and techniques of time plans, procedural charts for planning and controlling office operations
2. Study the various techniques of work simplification and plan a work measurement system
3. Apply appropriate techniques for controlling office operating costs
4. Develop an electronic filing system
5. Evaluate records management systems
6. Prepare an office budget and evaluate alternative capital expenditures

CONTENTS

A. OFFICE MANAGEMENT

- Role and responsibilities of an office administrator
- Office services: centralisation and decentralisation
- Organisation and method studies: office systems and procedures
- Filing and record management and control
- Information Technology & modern office machines and facilities
- Office work distribution chart, simplification and work measurement

B. OFFICE PLANNING AND CONTROL

- Modern office machines and facilities
- Planning office layout, choosing office furniture, furnishings and stationery
- Preparation of meetings, teleconferencing
- Office security, vigilance, prevention of fraud
- Office problem solving and contingency planning

C. OFFICE EFFICIENCY AND PRODUCTIVITY

- Time management
- Total quality management
- Quality management
- Office budgeting and cost reduction
- Information technology & modern office machines and facilities



INTRODUCTION TO MARKETING

AIMS AND OBJECTIVES

- To provide students with the basic knowledge of marketing
- By serving as the interface between marketing and other functional areas within an organisation, and between an organisation and its environment, students learn about some of the fundamental concepts of running a business.
- To help students prepare for more advanced modules in the Second Term of the programme.

By the end of their study, students will be able to:

1. Understand the basic concepts of marketing and its role in any types of organisation
2. Appreciate the environmental forces which affect the marketing function of an organisation
3. Formulate strategies that are needed for effective marketing management
4. Learn the fundamental skills in strategic marketing planning

CONTENTS

A. THE FIELD OF MARKETING

- Basic concepts of marketing
- The dynamic marketing environments
- Global markets and the impact of e-commerce

B. IDENTIFYING AND SELECTING MARKETS

- Consumer markets and buying behaviour
- Business markets and buying behaviour
- Market segmentation, targeting and positioning

C. MARKETING MIX

- Product planning and strategies
- Pricing strategies
- Channels of distribution
- Promotion strategies

D. MANAGING THE MARKETING EFFORT

- Strategic marketing planning
- Marketing implementation and evaluation



MANAGEMENT SKILLS

AIMS AND OBJECTIVES

- To introduce to students basic skills for managing themselves and other people.
- To explain to students how management is responsible for direction of human efforts towards the achievement of organisational objectives by effective deployment of human and physical resources.

By the end of their study, students will be able to:

1. Understand the basic principles of management and the role of being a middle-level supervisor
2. Develop effective management skills in planning, organising and controlling
3. Understand the allocation of work and delegation process for better manpower utilisation for their organisation
4. Motivate and supervise subordinates effectively
5. Lead and guide subordinates for better performance

CONTENTS

A. BASIC MANAGEMENT PRINCIPLES

- Principles of management
- Mission, vision and objectives
- Management function: planning, organising, leading, staffing and controlling
- Profile and role of a manager
- Organisational structure and functional chart

B. FUNDAMENTAL MANAGEMENT PRACTICE

- Basic management skills and competencies
- Effective supervisory techniques
- Allocation of work and delegation techniques

C. SUPERVISORY MANAGEMENT

- Role of a middle-level supervisor
- Employee problems and problematic employees
- Supervisor's responsibilities in an organization
- Discipline in an organisation
- Staff motivation for better performance



HUMAN RESOURCE MANAGEMENT

AIMS AND OBJECTIVES

- To lead the students to have a better understanding on the roles and functions of the Human Resource Department, its relations to the organization as well as on helping organisation achieve objectives through people.
- To equip students with the knowledge and up-to-date information on Human Resources policies, procedures and methods, in order to take a proactive role in personnel and industrial relations related matters.

By the end of their study, students will be able to:

1. Have a good concept in manpower planning and be able to prepare manpower budgets and forecast future deficits and surpluses;
2. Know the importance of job analysis and be able to draft job description as well as job specification before the actual recruitment;
3. Know the selection process starting from accepting applications to finally placing an offer to the best candidate;
4. Prepare and maintain employee records, personnel manuals, employee handbook and the like;
5. Appreciate the importance of training and know the steps involved in the training process;
6. Know how to deal with the organisational motivation problems by first identifying the causes, followed by implementing the prevailing motivational programmes such as job redesign and direct participation;
7. Describe performance appraisal techniques and also all aspects of wage and salary administration and employee compensation;
8. Explain the clauses of the Employee Ordinance on industrial relations and employee'S benefits at work.

CONTENTS

A. MANPOWER PLANNING AND PERSONNEL RECORDS

- Manpower planning, importance and the process
- Cost analysis and control
- Preparing personnel manuals and employee handbook
- Personnel records and statistics for management decisions

B. RECRUITMENT AND SELECTION

- Job analysis, job description and specification
- Recruitment and selection process
- Interviewing techniques, the dos and don'ts of interviewing



C. TRAINING AND DEVELOPMENT

- The importance of training in attracting, retaining and motivating staff
- Orientation/induction training
- The entire training process starting from training need identification to evaluation and control
- Personnel records and statistics

D. APPRAISAL AND COMPENSATION

- Performance appraisal objectives
- Appraisal methods
- The relations of appraisal and salary increase
- Compensation and employee benefits
- Ways of pricing a job (Job Evaluation) and salary administration

E. INDUSTRIAL RELATIONS AND LAW

- Law of contract and Employment Contract
- Selected provisions on the Employment Ordinance
- Concepts of industrial relations
- Handling employee complaints and labour disputes



COMPANY SECRETARIAL PRACTICE

AIMS AND OBJECTIVES

- To provide students with knowledge of the functions and legal responsibilities of the company secretary.
- To enable students to design the framework for external and internal standards of behaviour to be observed by the company in its dealings with suppliers, customers, competitors and the general public and the internal standards to be observed by line managers in their relationships with one another and subordinates.

By the end of their study, students will be able to:

1. Understand the secretary's legal status as an officer of the company
2. Supervise the legal implications of a company's status and keeping the register of shareholders and other statutory books
3. Describe how the company secretary acts in accordance with the memorandum and articles of association, bylaws and other legal requirements
4. Arrange meetings of the board of directors and keep the minutes
5. Attend to corporate notices, correspondence and maintain relations with the shareholders on matters concerning meetings of shareholders and general corporate policy

CONTENTS

A. LEGAL ENTITY AND INCORPORATION OF A COMPANY

- Nature and Types of limited companies
- Incorporation of a limited company
- Memorandum and Articles of Association
- Post incorporation formalities
- Alteration of company's name and Memorandum & Articles of Association

B. CAPITAL AND SHARE

- Types of shares
- Alteration of share capital
- Allotment and transfer of shares
- Transmission of shares

C. COMPANY MEETINGS

- Annual and extraordinary general meetings
- Procedures and proxies
- Notices and agenda
- Resolutions and minutes

D. DIRECTORS AND OFFICERS

- Appointment, resignation and removal of directors
- Duties, powers and liabilities of directors
- Disclosure of directors' interest in contracts

E. COMPANY ACCOUNTS AND OTHER ISSUES

- Annual return and accounts
- Registration of charges
- Foreign and dormant companies



MANAGEMENT REPORT

Submit a management report title for approval



Write the management report under the supervision of the project guides appointed by the HKMA

Writing the report enables students to demonstrate their knowledge and skills in various areas of secretarial studies while handling subject-related problems. They may write the reports based on real-life situations or ideal systematic plans to be implemented after studying the six modules.

"Secretaries who distinguish themselves in the corporate office are not those with good typing skills or filing systems. These basics are assumed. Good secretaries are proficient in management skills, such as planning, organizing, co-ordinating and communicating. Those who are capable of and willing to take on additional administrative responsibilities formerly handled by their bosses have an enormous potential for career advancement."

Enquiries

For enquiries, please call 2774-8500 (Customer Service Department). For course details, please contact Ms Diana Li on 2774 8552 or Mr S H So on 2774 8550.

