Diploma Programme

HKMA 60

Professional Diploma in
Business Administrative Management
商業行政管理專業文憑課程

網上授課 / 面授

CEF subsidy ceiling $20,000

HKMAfb

The Hong Kong Management Association
香 港 管 理 專 業 協 會

THE PROGRAMME

INTRODUCTION

Administrative management plays an important role in the daily operation of an organization. As the economy of Hong Kong is undergoing a structural change and is facing strong competition from other countries, local organizations must build up more strengths to deal with these challenges. One of the key factors for an organization to be competitive is to have a good workforce, so business managers must be able to play their roles effectively. To provide systematic training to middle and front-line executives, the Association offers a one-year, part-time diploma programme entitled "Professional Diploma in Business Administrative Management".

OBJECTIVES

The programme aims at providing to managers and young supervisors those essential knowledge and skills which will enable them to lead an effective workforce and provide good service to both external and internal customers. It will help the participants to build up a solid foundation for future advancement in both their studies and careers.

DESIGNED FOR

The diploma is designed for young supervisors, managers and those who would like to acquire knowledge of business management and related practical subjects. It also targets newly promoted supervisors or managers without formal training and education.

STRUCTURE

The diploma has six modules and a management project. Each module consists of 10 sessions, comprising in total 180 hours. Students are required to spend a further 60 hours on self-directed learning for each module. In addition to theories and concepts, real cases of business management and problems related to daily operations will be used to facilitate the learning and illustrate to participants how to handle their daily problems tactfully.

PROGRAMME STRUCTURE

The programme consists of six modules and a management project, with a diploma being awarded upon successful completion of all modules.

M1 Business Administrative Management

M2 Customer Service Management

M3 Information Technology

M4 English for Business Communication

M5 Law of Business and Carriage

M6 Logistics Management

M7 Management Report

ADMISSION REQUIREMENTS

Applicants must:

1. be secondary school graduates (F.5); AND
2. possess 2 or more years' working experience; AND
3. have a reasonable command of written and spoken English

LANGUAGE MEDIUM

Cantonese 粵語 (supplemented with English)
Course materials, mid-term assessments and final examinations will be in English.

FEE - each term payable by 4 instalments

Each module: HK$3,280

Term 1	1st instalment	2nd instalment	3rd instalment	4th instalment
HK$3,280 X 3 modules	Application Fee: HK$200 + HK$2,460 = HK$2,660	HK$2,460	HK$2,460	HK$2,460

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ACADEMIC ADVANCEMENT

PDBAM graduates are eligible to apply for the following programmes:

Master Degrees

- **MBA** Reg. 252735 **(18 months)**
  University of Wales Trinity Saint David, UK

- **MBA** Reg. 252455 **(18 months) (Chinese / English class)**
  Glyndŵr University, UK

Bachelor Degrees

- **BA (Hons) Business Studies** Reg. 252020 **(1 year)**
  University of Greenwich, UK

- **BA (Hons) (International Business)** Reg. 251922 **(1 year)**
  University of Huddersfield, UK

- **BA(Hons) (Accounting and Finance / Business)** Reg. 252612 / 252613 **(3 years) (Chinese / English class)**
  Glyndŵr University, UK

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.

個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

*The above **academic advancement path** is subject to changes from time to time. Please visit the HKMA website at www.hkma.org.hk/pd/pdbam to get the current information.*

EXEMPTION

Applicants can apply for exemptions for up to 2 modules of the programme before the programme commences. Application will not be accepted after the course has commenced. For details, please contact the Customer Service Department on 27748500. The application form for exemption can be downloaded from our website (WWW.HKMA.ORG.HK).

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 management report, the student is required to achieve a pass grade in the report.

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

Unsatisfactory Performance in a Module
On failing any one module at the first attempt, the 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.

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M1. Business Administrative Management

Aims

- to familiarize students with the function of business management and related skills and practices
- to provide students with the human-relation concepts and skills in dealing with organizational problems
- to enable students to establish effective business administrative systems to improve their departmental productivity

Contents

A. Business Environment
    .   Fundamentals of Business and Economics
    .   Global Business
    .   Forms of Business Ownership

B. Basic Management Skills
    .   Planning, Organizing, Co-ordination and Control

C. The Function of Marketing
    .   Fundamentals of Marketing
    .   Developing Marketing Strategies

D. Basic Concepts of Quality Management
    .   Work Standard and Documentation
    .   Quality Assurance Procedures

E. Budgetary and Cost Control

M2. Customer Service Management

Aims

- to help students to understand the customer service function and enable them to implement successful customer service
- to provide students with the techniques of training and motivating good customer service employees

Contents

A. Service Quality and Process Management
    .   best practices of customer service
    .   designing a service quality assurance programme
    .   managing the internal service process

B. Customer Relations and Communication
    .   developing customer relations and communication programmes
    .   techniques of handling customer complaint
    .   how to turn customer complaint into business opportunity

C. Customer Service Strategy and Tools
    .   effective customer relations
    .   customer service technology
    .   customer satisfaction measurement

D. Managing Customer Service Employees
    .   training and developing service employees
    .   motivating customer service staff

M3. Information Technology

Aims

- To introduce the students the basic but important concepts of IT as well as the innovative and ever-increasing usages of such technologies in a business environment
- To enable students to understand and strengthen their computer systems for implementing effective inventory and logistics management

Contents

A. Introduction
    .   Use of Computers – Yesterday, Today and Tomorrow
    .   Managing a 'Digital Firm'
    .   New Trends on Information Technology
    .   Understanding Computer Technology

B. Data and Information
    .   Sources of data and Usage of information
    .   Input processing and outputs
    .   Batch, off-line, on-line and real-time processing

C. Information Systems
    .   Key system applications in the organization
    .   Major types of systems and their Interrelationship
    .   Customer Relationship Management Systems and Enterprise Resource Planning Systems

D. Computer Software
    .   Major types of software
    .   Operating systems and programming languages
    .   General application software
    .   Concepts of Database Management Systems

E. Information Systems Development
    .   System development life cycle
    .   Business Process Reengineering

F. Internet, Intranet and Extranet
    .   Use, technology and value-added
    .   Applications of Internet, Intranet and Extranet in Supply Chain, Logistics and Inventory Management
    .   E-business and e-commerce

G. Computer Security and Control
    .   Computer related crime and computer virus
    .   Creating a control environment – General and Application Controls

H. Data Communications and Management
    .   Basic components and functions
    .   Communication channels
    .   Protocols, transmission modes and direction
    .   Local-Area Network and Wide-Area Network
    .   Electronic Data Interchange

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M4. English for Business Communication

Aims

- to gain a thorough understanding of the English language
- to strengthen the confidence and skills in writing correct and elegant English
- to live up to the expectations of your companies

Contents

A. A General Revision of English Tenses

B. Salient Points in Grammar
   - sentence structure
   - nouns, pronouns, verbs, adverbs and adjectives
   - conjunctions
   - preposition
   - infinitives
   - passive and active voices

C. Commercial Letters

D. Reports, and Memoranda

E. Commercial Proposal

F. Business Communication
   - audience
   - message
   - composing process
   - formats

Course participants will be required to do extensive exercises, and 100% attendance is expected of each of them.

M5. Law of Business and Carriage

Aims

- To provide students with knowledge of the key areas of law applicable to business and logistics management
- To enable students to identify the legal aspects involved in their daily operations and management decisions

Contents

A. The Legal System

B. The Law of Contract

C. The Law of Agency

D. Sale of Goods

E. Company and Partnership Law

F. International Trade and Contract of Carriage

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M6. Logistics Management

Aims

- To familiarize students with the main elements of logistics and distribution management
- To enable students to develop effective and efficient logistics arrangements

Contents

A. Introduction to Logistics Management
  - The total distribution concept
  - Integrated logistics management
  - The role of logistics in the firm

B. Logistics System Planning
  - Logistics and corporate strategy
  - Logistics interfaces in the firm
  - Logistics strategy triangle

C. Customer Service
  - Logistics and customer service
  - Customer service versus costs

D. Transport Systems in Logistics
  - Transport fundamentals
  - Transport mode and carrier selection

E. Inventory and Warehouse Management
  - Inventory management philosophies
  - VMI: Vendor Managed Inventory
  - Storage and handling decisions

E. Effective Purchasing
  - Supplier selection and evaluation
  - JIT: Just in Time

G. Logistics Network
  - Facilities location decisions
  - Network planning process

H. Logistics Audit and Control
  - The control paradigm
  - Types of control systems

M7. A Management Report

Submit a report title ➡ Write the report under the supervision of the report guide appointed by the HKMA

Writing the report enables students to demonstrate their knowledge and skills in various functions in the office while handling daily office and administrative problems. They may write the report based on real-life situations within their own organizations.

Under the supervision of a report guide, students are required to complete a comprehensive management plan including a logical sequence of analysis, decision rationale, steps of implementation and control.

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 Title: **Business Administrative Management, English for Business Communication**
                   (Modules of Professional Diploma in Business Administrative Management)
                   CEF Course Code: 21Z02264-4

CEF Course Title: **Law of Business and Carriage, Logistics Management**
                   (Modules of Professional Diploma in Business Administrative Management)
                   CEF Course Code: 25Z02263-7

These four modules have been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF. For details, please visit the website: http://www.wfsfaa.gov.hk/cef or contact the CEF enquiry hotline: 3142 2277.

The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework.

ENQUIRIES

For enrolment and general enquiries, please call 2774-8501 / 2774-8500 / Fax 2774-8503 (Customer Service Department) during normal office hours. For course details, please contact Ms Shirley Chan on 2774-8569.
Website: http://www.hkma.org.hk/pd/pdbam   Training Centres: http://www.hkma.org.hk/trainingcentre

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