

J.P.Morgan



Advancing Management Excellence

Chance

New Perspectives for
Young People

把握機遇 - 青年新方向計劃

**Professional Diploma in Digital Media and Business
Information Technology**

數碼媒體及商業資訊科技專業文憑課程

Professional Diploma in Property Management

物業管理專業文憑課程



Chance – New Perspectives for Young People

把握機遇 - 青年新路向計劃

Introduction

Since its establishment in 1960, the Association has the mission to nurture human capital through management education and training at all levels for developing talent for Hong Kong. In 2017, J.P. Morgan supported the HKMA in developing "Chance - New Perspectives for Young People" to help upskill Secondary Education (DSE) graduates into higher quality job. The aim of this programme is to provide financial support for DSE graduates to fulfil their aspirations in pursuing sought-after qualifications. In addition, internships will be provided to those who successfully complete the programme. Students are eligible to pursue one of the diploma programmes below fully subsidized.

Programmes

Applicants may choose any one of the following HKMA diploma programmes:

- Professional Diploma in Digital Media and Business Information Technology
- Professional Diploma in Property Management

Admission

Applications are open to interested parties between the ages of 18 – 25 who are Hong Kong residents, DSE graduates and non-degree holders. Selection interviews will be conducted to select participants for the training programme.

簡介

自 1960 年成立以來，香港管理專業協會（管協）致力於提供全方位管理教育及培訓，以培育人力資本，為香港發展人才。在 2017 年，在摩根大通 (J.P. Morgan) 的支持下，管協推出「把握機遇 - 青年新路向計劃」，以幫助及培訓有財務需要的香港中學文憑考試 (DSE) 的畢業生，支援他們提供免費的學習機會，使他們能充實自己，追求更高知識及技能和提高個人學歷以增加競爭力。受助人將可獲全數資助報讀以下的文憑課程。另一方面，管協將會尋求商界機構及社會組織支持此計劃，為畢業學員提供實習和未來就業機會。

課程

申請人可選擇報讀以下其中之一的文憑課程：

- 數碼媒體及商業資訊科技專業文憑課程
- 物業管理專業文憑課程

入學條件

所有申請人須符合以下標準：

- 香港居民
- DSE 畢業生（非學位持有人）
- 18 至 25 歲

管協將會安排與申請人個別面談以作進一步了解。



Professional Diploma in Digital Media and Business Information Technology

數碼媒體及商業資訊科技專業文憑課程

Introduction

In today's new digital economy, companies find an increasing need to invest in technological capabilities to remain successful in business. Business analytics and social media channels play an increasingly important role in helping businesses succeed in today's business world. The focus of the programme is to provide a foundation in both the theoretical and the practical aspects of computer science and digital media applications. Students can build a pathway that is of interest to them and can create unique skill sets, making them highly versatile in the job market.

Objectives

- Improve business English writing and communication skills
- Learn digital media and business information technology skills
- Acquire employability skills and get ready for career advancement in the industry

Programme Structure

The programme consists of seven modules, each module consisting of 30 contact hours, to be completed in one year. A Professional Diploma in Digital Media and Business Information Technology will be awarded upon successful completion of all modules and an internship will be provided for those who have successfully completed the programme.

1. English for Business and Effective Communication Skills
2. Computer Systems
3. Office Automation and Computer Security
4. Computer Networks
5. Designing and Developing a Website
6. Digital-marketing and E-business
7. Multimedia Applications

Language Medium

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

簡介

在今天的新數碼經濟中，企業越來越需要投資技術能力來保持業務的成功。業務分析和社交媒體渠道在幫助企業取得成功方面發揮越來越重要的作用。本課程的重點是為電腦科技和數碼媒體應用的理論和實踐兩個方面提供培訓，讓學員可以建立一個他們感興趣的途徑，並且可以培養獨特的技能，使他們在就業市場上具有競爭性。

目標

- 提高商務英語寫作和溝通能力
- 學習數碼媒體和商業資訊科技的技術
- 培養數碼媒體和商業資訊科技專業技能
- 獲得就業技能為行業內的職業發展做好準備

課程結構

本文憑課程共七個學科，每學科上課 30 小時，在一年內修畢。成功畢業學員將獲頒發「數碼媒體及商業資訊科技專業文憑」及獲安排工作實習機會。

1. 商務英語及有效溝通技巧
2. 電腦系統
3. 辦公室自動化及電腦安全
4. 電腦網絡
5. 網站設計及開發
6. 數碼營銷及電子商務
7. 多媒體應用

授課語言

中文授課 (英文講義，作業、測驗及考試以英文進行)



Professional Diploma in Digital Media and Business Information Technology

數碼媒體及商業資訊科技專業文憑課程

Module 1 English for Business and Effective Communication Skills

Content

Participants will learn the essentials of business English and acquire effective communication skills:

Speaking business English

- Words and expressions
- Giving opinions
- Asking for and giving clarification
- Saying “no” politely

Writing business English

- Common writing errors
- Business email writing
- Writing styles and word usage
- Writing business reports

Module 2 Computer Systems

Content

Participants will learn theories and concepts about computer systems:

- Environments, functions of components and health & safety
- Hardware
- Peripherals and system building
- Software, installation and configuration
- Alternative operating systems
- System testing
- Software maintenance
- Hardware maintenance
- File management
- Needs analysis
- Selection and systems specification

學科 (一) 商務英語及有效溝通技巧

內容

學員將認識商務英語的基本要素，並能掌握有效的溝通技巧：

商務英語會話

- 詞語和表達
- 表達意見
- 詢問及查證
- 禮貌地說「不」

商務英語寫作

- 常見的寫作錯誤
- 商務電子郵件寫作
- 寫作風格和詞彙使用
- 撰寫商業報告

學科 (二) 電腦系統

內容

學員將認識電腦系統的理論及概念：

- 電腦環境、組件功能和健康安全
- 硬件
- 周邊設備和系統建設
- 軟件、安裝和配置
- 替代操作系統
- 系統測試
- 軟件維護
- 硬件維護
- 文件管理
- 需求分析
- 選擇和系統規格



Module 3 Office Automation and Computer Security

Content

Participants will learn theories and concepts about office automation and computer security:

- Security threats and trends in IT security
- Introduction to information security
- Sample security policy
- Introduction to security guidelines and security risk management
- Fundamental principles of security
- Access control, authentication and authorization (e-Authentication Framework)
- Application security (Application Design Security and Change Control Security)
- Personal computer, personal backup and security
- Computer virus, spy-ware security
- Security monitoring and security audit

Module 4 Computer Networks

Content

Participants will learn theories and concepts about computer networks:

- Network protocols and standards
- Wireless networking standards
- Network topology and architecture
- Network media and connectors
- Network hardware
- Wireless network hardware
- Security software
- Firewalls
- Network and server software
- Voice over IP and video conferencing
- Virtual private networks

學科 (三) 辦公室自動化及電腦安全

內容

學員將認識辦公室自動化及電腦安全的理論及概念：

- IT 安全攻擊和安全威脅的趨勢
- 資訊安全簡介
- 安全政策樣本
- 安全指南及安全風險管理簡介
- 安全基本原則
- 存取控制、認證和授權 (電子認證架構)
- 應用程式安全 (應用程式設計安全和變更管制安全)
- 個人電腦、個人備份和安全
- 電腦病毒、間諜程式防護
- 安全監控和安全審計

學科 (四) 電腦網絡

內容

學員將認識電腦網絡的理論及概念：

- 網絡協議和標準
- 無線網絡標準
- 網絡佈局與結構
- 網絡媒體和連接器
- 網絡硬件
- 無線網絡硬件
- 安全軟件
- 防火牆
- 網絡和伺服器軟件
- IP 語音和視頻會議
- 虛擬專用網絡



Module 5 Designing and Developing a Website

Content

Participants will learn theories and concepts about designing and developing websites:

- Introduction to (X)HTML
- Hyperlinks
- Introduction to Cascading Style Sheets (CSS)
- Integrating media
- HTML tables
- HTML forms
- Page layout with CSS
- Introduction to web design
- Navigation and interface design
- Evaluation and testing

Module 6 Digital-marketing and E-business

Content

Participants will learn theories and concepts about digital marketing and e-business:

- Overview of digital marketing
- Key metrics of digital advertising
- Website management
- Key performance metrics
- Search Engine Marketing (SEM)
- How to build a SEM campaign
- Online display marketing
- Mobile marketing

Module 7 Multimedia Applications

Content

Participants will learn theories and concepts about multimedia applications:

- Introduction to multimedia
- Key issues and trends in multimedia systems
- Multimedia data representations
- Use of texts and animation
- Multimedia authoring tools
- Use of sound and image
- Visual Communication in 2D & 3D

學科 (五) 網站設計及開發

內容

學員將認識網站設計及網站開發的理論及概念：

- (X) HTML 簡介
- 超連結
- 串聯樣式表簡介 (CSS)
- 整合媒體
- HTML 表
- HTML 表格
- 使用 CSS 的頁面佈局
- 網頁設計簡介
- 導航和界面設計
- 評估和測試

學科 (六) 數碼營銷及電子商務

內容

學員將認識關於數碼營銷和電子商務的理論和概念：

- 數碼營銷概述
- 數碼廣告的關鍵指標
- 網站管理
- 關鍵績效指標
- 搜索引擎營銷 (SEM)
- 如何建立 SEM 活動
- 線上營銷
- 手機營銷

學科 (七) 多媒體應用

內容

學員將認識有關多媒體應用的理論和概念：

- 多媒體介紹
- 多媒體系統的關鍵問題和趨勢
- 多媒體數據表示
- 文字和動畫使用
- 多媒體創作工具
- 使用聲音和圖像
- 2D 和 3D 視覺傳達



Professional Diploma in Property Management

物業管理專業文憑課程

Introduction

In Hong Kong, there are different types of properties, whether it is residential, commercial or even government-owned. All of these properties require enormous amounts of staff for their daily operations to deliver a wide range of services. The management of premises plays an important role on maintaining the quality of living for residents and the value of properties. Property management, undoubtedly, is indispensable in managing a premise. The industry is expanding and the demand for professionals possessing property management skills is increasing.

Objectives

- Develop knowledge, personal attributes and competencies that will be required to pursue a career in property management
- Learn practical skills in facility and property management
- Improve business English writing and communication skills
- Possess intellectual skills to meet the needs of this industry

Programme Structure

This programme comprises seven modules and each module consists of teaching hours in class and practicum in the workplace for students to be completed in one year. A Professional Diploma in Property Management will be awarded upon successful completion of all modules.

1. English for Business and Effective Communication Skills
2. Laws of Property Management Essentials
3. Customer Relationship Management
4. Estate Service Management (I)
5. Estate Service Management (II)
6. Clubhouse and Shopping Arcades Management
7. Building Repair and Maintenance Management

Except for Module 1, other modules are operating by Hong Yip People Development Academy. Students will be awarded qualification certificate(s) after completing each module and the relevant requirements (including the assessment and on-the job training).

Language Medium

Cantonese (supplemented with English)

Except for Module 1, course manuals, mid-term assessments and final examinations will be in Chinese

簡介

在香港，有不同類型的物業，無論是住宅、商業甚至政府物業，都需要大量的人員進行日常運作，提供廣泛的服務和工作。物業管理對維護居民生活質素和物業價值起著重要的作用。物業管理無疑在管理前提中是不可或缺的，這個行業正不斷增長，對擁有物業管理知識的專業人士的需求將會越來越高。

目標

- 培養在物業管理所需求的知識、個人素質和能力
- 學習設施及物業管理的實用技能
- 提高商務英語寫作和溝通能力
- 具有專業智力技能滿足行業需求

課程結構

本文憑課程共七個學科，包括堂上上課時間及工作崗位實習，在一年內修畢。成功畢業學員將獲頒發「物業管理專業文憑」。

1. 商務英語及有效溝通技巧
2. 物業管理常用法律應用知識
3. 客戶關係管理
4. 物業服務管理 (I)
5. 物業服務管理 (II)
6. 會所及商場管理
7. 建築物維修保養管理

學員報讀此課程除學科一外，其他物業管理學科為康業人才學院營辦課程，學員修畢每個學科及有關課程要求的元素（包括考核及實習）後均獲頒發個別資歷證書，資歷證書視乎個別學科而定。

授課語言

中文授課（除學科一外，其他學科中文講義，作業、測驗及考試以中文進行）



Professional Diploma in Property Management

物業管理專業文憑課程

Module 1 English for Business and Effective Communication Skills

Content

Participants will learn about the essentials of business English and acquire effective communication skills:

Speaking business English

- Simple words and expressions
- Giving opinions
- Asking for and giving clarification
- Saying “no” politely

Writing business English

- Common writing errors
- Business email writing
- Writing styles and word usage
- Writing business reports

Module 2 Laws of Property Management Essentials

Content

Participants will learn about the law system of property management, and division of related government departments and public organizations.

- Hong Kong Legal System
- Law of Contract and law of Tort induction
- Property Management related Ordinances
- Building Management Ordinance (Chapter 344)
- Terms in Deed of Mutual Covenant (DMC) induction
- The scope of works of related Government departments and public services organizations

學科 (一) 商務英語及有效溝通技巧

內容

學員將認識商務英語的基本要素，並能掌握有效的溝通技巧：

商務英語會話

- 簡單的詞語和表達
- 表達意見
- 詢問及查證
- 禮貌地說「不」

商務英語寫作

- 常見的寫作錯誤
- 商務電子郵件寫作
- 寫作風格和詞彙使用
- 撰寫商業報告

學科 (二) 物業管理常用法律應用知識

內容

學員將認識香港的物業管理法律系統及政府與公營機構的工作範疇：

- 香港法律系統
- 有效法律合約及民事侵權制度
- 物業管理法律及條例
- 建築管理法律及條例 (第 344 章)
- 大廈公契條款及約束
- 相關政府部門與公營機構的工作範圍



Module 3 Customer Relationship Management

Content

Participants will learn about customer service and standards for quality service in handling enquiries and complaints:

- Case study on "handling difficult customers"
- Handling and resolving complaints and difficult customers effectively
- Secret weapon in handling complaints professionally
- Customer and community service management
- Five-star customer service skills for VIPs

Module 4 Estate Service Management (I)

Content

Participants will learn about the premises, its environment, partners, security systems and equipment, and related legal knowledge to assign appropriate persons to work in different posts, and arrange shift duties, on-the-job training and assessments:

- Introduction to properties management
- Pre-management of properties
- Laws in practice
- Environmental safety and building security
- Mandatory licensing regime and future trends in property management

Module 5 Estate Service Management (II)

Content

Participants will learn about responding to emergency situations and arranging follow-up work and human resources management:

Issues management

- Comprehensive emergency cases
- Emergency handling procedures

Human resources management

- Property management supervision
- Leadership and management

學科 (三) 客戶關係管理

內容

學員將認識客戶服務的技巧及優質服務標準處理客戶查詢及投訴：

- 難纏顧客的投訴個案探究
- 有效顧客解難技巧
- 「化危為機」：投訴處理深化技巧
- 顧客及社區服務管理
- 「星級」貴賓接待流程

學科 (四) 物業服務管理 (I)

內容

學員將認識對派置地方的用途、環境、合作伙伴、保安系統器材、相關法律知識及工作指引的認識，正確和合法地執行建築物保安職務，及瞭解屬員工作能力，妥善安排各管業崗位的人選、值班及崗位上的培訓及評核：

- 香港物業管理概述
- 前期物業管理
- 法律應用
- 環境安全及建築物保安
- 發牌制度及行業發展新趨勢

學科 (五) 物業服務管理 (II)

內容

學員將認識處理緊急事故及善後工作和人力資源管理：

危機意識管理

- 緊急事件全面睇
- 緊急應變方程式

人力資源管理

- 物業管理督導
- 領導與管理



Module 6 Clubhouse and Shopping Arcade Management

Content

Participants will learn about the comprehensive management of shopping arcades and recreational facilities and monitor the installations and use of the facilities:

Clubhouse management

- Comprehensive management of recreational facilities
- Professional skills in handling emergency cases

Shopping arcades management

- Challenges and difficulties encountered and shopping arcade trends
- From static to dynamic shopping arcade management

Module 7 Building Repair and Maintenance Management

Content

Participants will learn about work environments and the Occupation Safety and Health Ordinance, based on related legal requirements to work effectively and systematically, to organize inspections, repair and replacement works, and provide improvement suggestions to supervisors:

Building repair and maintenance

- Effective organization in repair and maintenance works
- Building systems management

Work safety in properties management

- Work environment management and risk handling
- Supervision of work safety
- Occupational Safety and Health Ordinance

學科 (六) 會所及商場管理

內容

學員將認識全方位文娛康樂設施及商場管理，及監察設施的裝配及使用：

會所管理

- 全方位文娛康樂設施管理
- 突發事件專業處理技巧

商場管理

- 商場的挑戰與機遇
- 商場管理的趨勢 - 以動制靜

學科 (七) 建築物維修保養管理

內容

學員將認識工作環境及「職業安全及健康法例」，按相關法例執行系統的組織巡查和有效的組織修葺和更換工作，及向上級作出建議：

建築物維修保養

- 維修及保養工作的有效管理
- 建築物的管理系統

物業管理工作安全

- 工作環境管理與風險處理
- 工作安全督導
- 職業安全及健康法例



Attendance Requirements

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 pay for re-taking the module.

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 of HK\$550. 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.

Award of Diploma

Completion of the programme requires a student to pass the continuous assessments and final written examinations of all seven modules after initial registration within one year. A candidate who has satisfied all of the requirements will be awarded the Professional Diploma in Digital Media and Business Information Technology, or the Professional Diploma in Property Management.

Programme Fee

HK\$20,860
(Selected applicants will be fully subsidized.)

Enquiries

For enquiries, please call 2774-8501 (Customer Service Department) during normal office hours. For course details, please contact Mr Ronnie Chan on 2774-8526 or Mr Matthew Lee on 3958-4803.

出席規定

學員在每一學科的上課節數不能少於總節數的百分之七十，否則將會被取消資格，該科必須重讀，學費亦須重繳。

重做及重修

學員如期終成績不合格，必須在課程完結前補考或重做功課，費用為港幣 \$550。學員如放棄補考或重做，或補考或重做未能合格，則須重修該科，費用亦須重繳。而學員必須在最長兩年內完成七個科目。

文憑頒授

學員必須在連續兩年內修畢七個科目，可獲香港管理專業協會頒授「數碼媒體及商業資訊科技專業文憑課程」或「物業管理專業文憑」。

費用

HK\$20,860
(成功申請者可獲全數資助學費)

查詢

有關報名及查詢，請於正常辦公時間致電 2774-8501 或 2774-8503 (客戶服務部)。有關本課程詳情，請電 2774-8526 與 Mr Ronnie Chan 或 3958-4803 與 Mr Matthew Lee 聯絡。





The Hong Kong Management Association
16/F, Tower B, Southmark
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Wong Chuk Hang, Hong Kong