

Certificate Course



Advanced Certificate Course on Administrative and Management Skills 行政及管理技巧高級證書課程

持續進修基金資助上限
\$20,000

3 July - 4 September 2020



ADVANCED CERTIFICATE COURSE ON ADMINISTRATIVE AND MANAGEMENT SKILLS

行政及管理技巧高級證書課程



DESIGNED FOR

- The programme is designed for
- the graduates of "Certificate Programme on Professional Secretarial and Management Training" and "Certificate Programme on Secretarial and Administrative Practices"; and/or
 - administrative and management executives who are aspiring for career advancement.

INTRODUCTION

According to "Global Squeeze - The Coming Crisis for First-World Nations", the economy will be shaped like a dumb-bell in future - with independent executives in the top whereas working staff in the bottom.

In other words, the senior management will be under great pressure and become increasingly demanding towards administrative and management executives. To keep abreast of these changing times, it is imperative for executives to be further equip themselves to stay above the challenges.

By attending this programme, you will learn how to:

- search all kinds of information faster than others
- communicate with your boss and senior management easily in a demanding environment
- work with different managers with different styles with grace
- get more work done in less time
- manage yourself for success

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Institution Code: 300 CEF Course Code: 21K04896-7

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.

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

DATES AND TIME

Friday
3, 10, 17, 24, 31 July; 7, 14, 21, 28 August; 4 September 2020
7:00 pm - 10:00 pm

FEE

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,300	HK\$1,300	HK\$1,300	HK\$3,900

Participants are required to settle the payment of the first instalment before the commencement of the programme (i.e. **26 June**) and the second and third instalment on or before **17 July and 7 August** 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

W Haking Management Development Centre
The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive
Central HONG KONG

LANGUAGE MEDIUM

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

AWARD OF CERTIFICATE

A participant who has:

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

will be awarded an "Advanced Certificate in Administrative and Management Skills".

[Register Now](#)

CONTENTS

A. SKILLS FOSTERING

1. Management Skills (管理技巧)
 - How to manage your boss
 - Deal with several bosses
 - Think creatively
 - Manage multiple priorities
 - Handle office politics
 - Arrange Itinerary
 - Case study
2. Interpersonal Skills (溝通技巧)
 - Win the boss on your side
 - Gain the support of co-workers
 - Get the support of junior staff
 - Outwitting difficult peoples
 - Co-ordinate various departments
 - Case discussion
3. Presentation Skills (表達技巧)
 - Talk to inform, talk to get action, talk to persuade, etc
 - How to deliver public speeches
 - Tips for impressive public speaking
 - How to undertake small talks
 - How to overcome nervousness
 - How to feedback decently
 - Case practice
4. Leadership Skills (領導才能)
 - Problem solving and decision making
 - Asking wise questions to get results
 - Mobilize your team/colleagues
 - Effective delegation
 - Build a mutually supportive team
 - Role play

5. Media Handling Techniques (應對傳媒技巧)
 - Understand the different requirement of today's media (including electronic, print and online media)
 - Organize press conference
 - Prepare a decent speech for your management
 - Facilitate the management to answer questions
 - Follow up with different press
 - PR crises management

B. KNOWLEDGE ACQUAINTANCE

1. Excel in the Mainland Market (掌握中國知識)
 - Understand how "Guanxi" networking in China
 - Gift-sending etiquette
 - Organize press conferences in the Mainland
 - Event management and performance monitoring
2. Applying e-Business Knowledge (掌握切合時代需要的知識)
 - Fast office supplies procurement via online
 - Efficient corporate communications via e-publishing
 - Effective human resources development via e-Training by different electronic devices, such as ebooks
 - Time saving via e-Banking
 - Hassle-free for license/certificate application by e-government mechanism
 - Cases discussion
3. Legal Insight (洞識法律知識)
 - Hong Kong Legal System
 - Business Organizations
 - Law of contract

LECTURER

Ms Ng (BA, MBA, MAEB) has over 20-year international administrative and management experiences and has held a number of senior positions in different industries, including retailing, advertising agencies, media, technology solutions, resort and entertainment and tertiary education.

Her management experiences covered 9 countries in the Asia Pacific Region and she has over the years supervised over 2,000 peoples. She was a columnist in Sky Post, one of the leading free daily newspapers in Hong Kong. She a dynamic and interesting trainer and is well liked by course members.

Mr J Lo (LLB, Hons), Solicitor, is a well qualified lecturer with around 20 years of legal-related experience. He is a very dynamic speaker and is most willing to share with participants his valuable experience in tackling legal problems. He also possesses considerable experience in teaching legal subjects and has led successful legal courses for the HKMA.

ENQUIRIES

General Enquiry & Enrolment: 2774 8500 or 2774 8501
Email: enrol@hkma.org.hk
Fax: 2365 1000
<https://www.hkma.org.hk/pdf/CB3005020202F.pdf>.

For course details: Ms Candy Ho on 2774-8554

[Register Now](#)

APPLICATION FORM



The Hong Kong Management Association
香港管理專業協會

ADVANCED CERTIFICATE COURSE ON ADMINISTRATIVE AND MANAGEMENT SKILLS

CB-30050-2020-2-F 3 July - 4 September 2020

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21K04896-7

Participants are required to settle the payment of the first instalment before the commencement of the programme (i.e. **26 June**) and the second and third instalment on or before **17 July and 7 August** 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) _____ (Surname) _____ (Other Names) _____ 姓名: _____ (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 Form 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 _____ Telephone No.: _____

Position _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

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

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

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.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Applicant's Declaration

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

Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ 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.

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 2774-8501 (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