

準備



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課程詳情

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範疇	商業服務
課程名稱 (英文)	BUSINESS COMMUNICATION (A MODULE OF THE ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)
課程名稱 (中文)	---
課程編號	21Z034219
院校名稱 (英文)	THE HONG KONG MANAGEMENT ASSOCIATION (HKMA)
院校名稱 (中文)	香港管理專業協會
院校編號	300
院校電話	請點擊查詢院校電話 Please click here for Enquiry Hotline
課程程度	其他
費用 (HK\$)	\$3150
備註	<p>Notes / 附註:</p> <p>*A) APPLICANT PURSUING THIS COURSE WITH COURSE COMMENCEMENT DATE FALLING AFTER 31 MARCH 2023 IS NOT ELIGIBLE TO CLAIM REIMBURSEMENT FROM CEF. / 申請人報讀於二零二三年三月三十一日後開課的課程並不能申領基金發還款項。</p> <p>B) CO-ORGANIZED WITH LINGNAN UNIVERSITY / 與嶺南大學合辦</p> <p>Entry Requirements / 入學要求:</p> <p>Interview to demonstrate personal motivation, maturity and communication ability and plus one of the following qualifications: (1) Holder of recognized degree or professional qualification and at least 1 year of working experience; or (2) Fully matriculated and at least 2 years of working experience; or (3) Secondary school graduate and at least 3 years of working experience.</p> <p>Course Outline / 課程大綱:</p> <p>This course aims to improve students' general proficiency in the use of English; to help them become more effective communicators through understanding the principles and barriers to effective communication; to help students appropriate different channels, media, types and formats of business communication; to enhance students' skills to effectively analyse the needs of the audience and tailor the message to these needs; to equip students with skills for writing project proposals and reports.</p> <p>Instructors' Qualifications / 導師資歷:</p> <p>Degree holder plus over 18 years of part-time teaching experience</p> <p>Refund Arrangement / 退款安排:</p> <p>CEF STANDARD REFUND POLICY APPLIED</p> <p>Assessment / 課程評核要求:</p>

CONTINUOUS ASSESSMENT(40%) & FINAL EXAMINATION(60%) OVERALL PASS MARK: 50%
ATTENDANCE: 70%

Delivery Mode / 授課模式:
30(PT)

Course Duration / 課時:
N/A

Effective Date / 課程生效日期:
6/7/2004

Valid CEF Until / CEF課程有效期:
N/A

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