

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)	ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME
課程名稱 (中文)	管理進修高等文憑課程
課程編號	21L046356
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	文憑
費用 (HK\$)	\$37800
備註	Notes / 附註: *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。 B) CO-ORGANIZED WITH LINGNAN UNIVERSITY / 與嶺南大學合辦 Entry Requirements / 入學要求: - Hold a recognized academic degree or professional qualification, and have at least 1 year of working experience; or - Be fully matriculated, and have at least 2 year of working experience; or - Be a secondary school graduate and have at least 3 years Course Outline / 課程大綱: 9 compulsory modules (30 hrs each): 1) Introduction to Management 2) The Economic Environment 3) Accounting for Managers 4) Operations Management 5) Organizational Behaviour 6) Business Law 7) Marketing 8) Information Technology 9) Business Strategy; 2 optional modules (30 hrs each) from: 1) HRM 2) Change & Quality Management 3) Financial Management

- 4) Business Communication
- 5) International Business
- 6) Marketing Management
- 7) Management of IT
- 8) Management Accounting
- 9) Advertising and Integrated Marketing Communications;

1 Management Project

Instructors' Qualifications / 導師資歷:

1. A master degree in related field; and 2. Minimum of 2 years of teaching experience in related discipline; and 3. Minimum of 5 years of work experience in related discipline.

Refund Arrangement / 退款安排:

CEF STANDARD REFUND POLICY APPLIED

Assessment / 課程評核要求:

-FOR ALL MODULES EXCEPT MANAGEMENT PROJECT: CONTINUOUS ASSESSMENT & EXAM/
AND TEST - FOR MANAGEMENT PROJECT MODULE: PROJECT PROPOSAL & PROJECT
OVERALL PASS MARK FOR EACH MODULE: 50% ATTENDANCE: 70%

Delivery Mode / 授課模式:

360(PT)

Course Duration / 課時:

N/A

Effective Date / 課程生效日期:

20/8/2005

Valid CEF Until / CEF課程有效期:

N/A

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