



Lingnan 嶺南大學
University 香港 Hong Kong

Lingnan Life

嶺南大學持續進修學院
LINGNAN INSTITUTE OF FURTHER EDUCATION



Advancing Management Excellence

ADMS

英文授課 1975年首辦

Advanced Diploma in
Management Studies

ADBIM

中文授課 1982年首辦

企業管理學高等文憑

可選擇以中文/英文修讀



TABLE OF CONTENTS

目錄

Introduction of Lingnan University 嶺南大學介紹	1
Introduction of HKMA 香港管理專業協會介紹	2
Programmes Introduction 課程介紹	3
General Information 一般事項	4
Course Management and Communication Mechanism 課程運作	6
Course Strengths 課程優勢	7
Advanced Diploma in Management Studies Programme (ADMS) - Assessed in English Programme Structure and Syllabus 管理進修高等文憑課程 (英文考核) 課程結構及綱要	8
Advanced Diploma in Business Management Programme (ADBM) - Assessed in Chinese Programme Structure and Syllabus 企業管理學高等文憑課程 (中文考核) 課程結構及綱要	14

Lingnan University, formerly Lingnan College, was established in Hong Kong in 1967 to continue the fine tradition of its predecessor, Lingnan University in Guangzhou (Canton) which dated back to 1888. With the enactment of the Lingnan University Ordinance in July 1999, Lingnan College attained its university status and was renamed Lingnan University.

Education is the prime mission of Lingnan University. The undergraduate programmes currently offered include Honours Degrees in Chinese, Contemporary English Studies, Cultural Studies, History, Philosophy, Translation, Visual Studies, Business Administration and Social Sciences. At the same time, Lingnan University also offer seven taught postgraduate programmes and research postgraduate programmes at Master's and Doctoral levels in eleven areas, i.e. Chinese, Cultural Studies, English, History, Philosophy, Translation, Visual Studies, Business, Economics, Psychology and Social Sciences.

Lingnan University is distinguished by its liberal arts education, which is characterised by a broad-based inter-disciplinary curriculum, a small student population, close faculty-student relationship and an emphasis on service-learning, overseas exchange and out-of-class learning experiences. Undergraduate students can choose to live on campus for all four years of their studies. The University aims to develop into an international institution which encompasses the best of eastern and western cultures, so that students can learn from the best of both worlds and become truly global citizens.

嶺南大學（前名嶺南學院）於1967年在香港創立，旨在秉承前廣州嶺南大學的優良傳統，其悠久歷史可追溯至1888年。1999年7月政府通過「嶺南大學條例」，學院正名為嶺南大學。

教學是嶺南教育的首要使命。嶺南大學開辦的學士學位課程包括中文、當代英語語言文學、文化研究、歷史、哲學、翻譯、視覺研究、商業管理及社會科學等科目。嶺南大學現時亦開辦七個修課式高級學位課程和十一個範疇的哲學碩士/博士課程，涵蓋中文、文化研究、英文、歷史、哲學、翻譯、視覺研究、商學、經濟、心理學及社會科學等科目。

博雅教育是嶺南大學的特色。嶺大開辦內容廣泛的跨學科課程，規模精細，師生關係親厚，並重視服務研習、海外交流和課外學習經驗。本科生可選擇在校園住宿四年。嶺南大學旨在發展成為一所享譽國際的學府，把中西文化的精粹融匯於嶺大的博雅教育中，讓學生兼擅中西所長，成為真正的世界公民。



THE HONG KONG MANAGEMENT ASSOCIATION (HKMA) 香港管理專業協會 (管協)

Established in 1960, The Hong Kong Management Association is a non-profit-making professional organization dedicated to providing Hong Kong with the management training and skills it needs to succeed.

As one of the largest providers of management training and education in Hong Kong, it offers annually over 2,000 programmes at all levels to more than 30,000 participants. Each year, more than 1,000 local, Mainland China and overseas organizations sponsor their staff to study the training programmes offered by the HKMA.

The Association has been the pioneer to offer offshore programmes in collaboration with prestigious overseas universities. The first programme we introduced to Hong Kong as early as 1987 was an MBA awarded by University of Warwick. Over the years, we have close ties with a number of universities from Australia, the UK, the USA and the Mainland China in offering offshore programmes in Hong Kong. These programmes include Bachelor's, Master's and Doctoral degrees in various management areas.

On top of training and education, the HKMA also offers other management services and activities, including business awards, specialist clubs, and a series of forums and seminars throughout the year on the latest management and business issues in Hong Kong and internationally.

香港管理專業協會為非牟利專業團體，成立於1960年，一直積極推廣現代管理知識和技巧的應用，致力參與香港工商管理人才的培訓和發展工作。

管協為香港最具規模的專業管理培訓機構之一，每年開辦各類型管理培訓項目二千多項，三萬多人修讀。每年共有一千多家香港、中國內地及海外機構贊助他們的員工修讀管協的培訓課程。

為了讓香港管理及專業人員有更多持續進修發展的機會，管協早於1987年已經開始引入海外知名學府在港開辦學位課程，當時第一項舉辦的課程是英國華威大學的工商管理碩士課程。歷年來，管協致力與澳洲、英國、美國及中國內地的大學合辦一系列由本科、碩士以至博士程度的持續高等教育課程。

管協除了提供培訓課程，也提供其他管理服務及活動，包括獎項及比賽、專業研究社、研討會及講座等，為各界人士提供最新的香港及國際商業資訊。



Advanced Diploma in Management Studies (ADMS) and Advanced Diploma in Business Management (ADBM) formerly Diploma in Management Studies (DMS) and Diploma in Business Management (DBM) were first launched in 1975 and 1982 respectively since 1998, the programmes have been co-organized by The Hong Kong Management Association and Lingnan University. In the collaboration, Lingnan University is responsible for validating and monitoring academic standards while HKMA provides management and administrative support.

MEDIUM OF INSTRUCTION

ADMS is assessed in English
ADBM is assessed in Chinese

A FAST TRACK TO A UNIVERSITY DEGREE

The programmes provide a direct articulation path to facilitate further studies at Bachelor's and Master's levels. The programmes are recognized by a number of prestigious UK and Australian Universities. Graduates are eligible to apply for a number of top-up Bachelor's and Master's programmes offered by the HKMA.

BENEFITS

- Widely-Recognized - The programmes are widely recognized by the business community and lead to professional recognition and higher qualifications.
- Basis for Advanced Studies - The programmes provide formal business management education with thorough grounding in the academic disciplines to prepare graduates for further studies and advancing of qualifications.
- Career Enhancement - The programmes provide participants with all-round management skills and knowledge that are highly relevant to a career in business, and thus enabling them to earnestly commence the developmental process of becoming more effective, thoughtful and responsible managers.
- Networking Opportunities - The programmes have developed more than 25,000 professional managers. It provides participants with an exceptional opportunity for networking and sharing of the best practices in management.

管理進修高等文憑課程 (ADMS) 及企業管理學高等文憑課程 (ADBM) 前名分別為管理進修文憑課程 (DMS) 及企業管理文憑課程 (DBM)，並分別於 1975 年及 1982 年創辦。自 1998 年，兩個課程由香港管理專業協會與嶺南大學聯合主辦。嶺南大學負責檢視及監察課程的學術水平，管協則負責管理及執行政策。

授課語言

管理進修高等文憑課程以英文授課
企業管理學高等文憑課程以中文授課

入讀大學捷徑

課程為學員提供多條通往學士及碩士學位捷徑，並獲多間英國及澳洲的大學認可。畢業生可報讀 HKMA 與海外大學合辦的學士／碩士課程。

裨益

- 獲廣泛認可－除了獲商界的認可，學員更可獲得專業資格及更高學歷。
- 進階學習機會－課程提供正規的商業管理訓練，並透過全面的學習範疇來裝備畢業生，以應付未來的發展。
- 提升事業發展－課程為學員提供全面的管理技巧及知識，讓學員能應用於商業社會上，令工作發展為更具效率，創見及負責任的管理人。
- 強大人際網絡－課程已訓練超過25,000位專業的管理人，為學員提供超卓的訓練機會，讓學員建立人際關係並分享管理心得。

LECTURERS

The Hong Kong Management Association and Lingnan University jointly provide professional teaching staff. Professionals and businessmen are invited to lead some modules in order to enable their views and experience to benefit participants.

TIMETABLE

Each academic year consists of 3 terms. Normally, the timetable is set as below:

#Term	Commencement	Final Examination
Spring	March	June
Summer	July	October
Autumn	November	February

New participants are required to enrol not more than 4 modules and not less than 1 module in their first enrolment.

Each module consists of 12 sessions of 2.5 hours. The whole programme constitutes 360 hours of diploma-level work.

SATISFACTORY COMPLETION OF A MODULE

Attendance Requirement – A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the participant from sitting for the final written examination.

Continuous Assessment and Final Examination – Participants must satisfactorily pass the continuous assessment and the final examination at the conclusion of the module concerned.

COMPLETION OF THE PROGRAMME

Completion of the Programme requires satisfactory completion of all 8 Part I Basic Modules, 2 Part II Optional Modules, plus 2 Part III Compulsory Modules within a maximum span of 3 years after initial registration.

The whole Programme can be completed in a minimum period of 12 months (3 terms).

講師

香港管理專業協會及嶺南大學提供資深講師，並邀請富有經驗的專業人士及工商界人士講授部份科目，使學員能獲得專業性知識及分享講授者的寶貴實務經驗。

時間表

每年三個學期，詳情如下：

#學期	開課日期	期末考試
春	3月	6月
夏	7月	10月
秋	11月	2月

新生第一個學期最少報讀一科，唯不能超過4科，每科上課節數12堂，每堂兩小時三十分。整個課程修讀時間共360小時。

出席規定

每一科目的上課節數不能少於總節數的百分之七十，否則將會被取消參加期終考試之資格並必須重修該科，學費亦須重繳。

本課程採用平時作業和考試。兩者的分數總和必須達到該次考試的及格標準。

修讀規定

學員必須在三年期限內完成8科必修基本科目，2科選修科目及2科必修科目。

學員最快可於12個月完成整個課程(3個學期)。

AWARD OF DIPLOMA

A candidate who has satisfied all the requirements of the Programme will be awarded the Joint Advanced Diploma in Management Studies or Advanced Diploma in Business Studies of The Hong Kong Management Association and Lingnan University, according to the enrolled programme.

ADMISSION REQUIREMENTS

1. HKCEE/Project Yi Jin Certificate graduate with at least 3 years of working experience; or
2. HKDSE/Yi Jin Diploma graduate with at least 2 years of working experience; or
3. HKAL with at least 1 year of working experience; or
4. Other equivalent qualification to be assessed by HKMA and LIFE

FEE

Please refer to the application form for details.

EXEMPTION

Graduates of Advanced Diploma or Professional Diplomas offered by The Hong Kong Management Association may apply for exemptions.

For details, (and application form downloading) please visit the website:
www.hkma.org.hk/adms.
www.hkma.org.hk/adbm.

PROGRAMME CONTENT

With the latest social and commercial elements added, the current curriculum reflects the knowledge and skills profile of an effective manager in the 21st century. An attempt has been made to facilitate an appropriate balance between theory and practice.

MODE OF STUDY

ADMS and ADBM are a face-to-face, part-time programme built on a modular system. Participants can customize their study plans through their choices of the number of modules, timetables and venues. This flexible modular system enables participants to pursue a higher qualification with minimum disruption to their careers and family commitments.

文憑頒發

已完成所有課程要求的學員，根據所報讀的課程，可獲香港管理專業協會與嶺南大學聯合頒發「管理進修高等文憑課程」或「企業管理學高等文憑」。

入學資格

1. 中五畢業/毅進證書，並具有三年或以上工作經驗；或
2. 中學文憑/毅進文憑/，並具有兩年或以上工作經驗；或
3. 中七畢業，並具有一年或以上工作經驗；或
4. 擁有以上同等學歷並得到HKMA及LIFE認可。

學費

請參照報名表格。

豁免規定

凡持有香港管理專業協會主辦之高等或專業管理文憑課程，可申請豁免相關之科目。

欲了解詳情或下載申請表格，請登入網址
www.hkma.org.hk/adms
www.hkma.org.hk/adbm

課程內容

課程內容加入最新切合社會和商業元素，用最有效的知識應用在21世紀時代。

學習模式

ADMS及ADBM以兼讀面授形式上課，學員可透過自訂學習計劃選擇科目、上課時間及地點。由於課程具有靈活性，可使學員得到最高的學習質素，更能在事業與家庭得到平衡。



Management Unit 管理單位	Role & Duties 角色和職能
Joint Course Leaders 聯席教務長	provide academic and organizational leadership 監察及領導課程運作
Course Committee 課程委員會	formulate and reviews policy 制訂課程政策
Subject Leaders 科目主任	monitor academic standards 監察課程內容質素
Examination Board 考試委員會	deal with issues concerning examinations 處理及審批考試事務
External Academic Advisor 客座主考	review result reports and appeal cases 覆審考試報告和上訴個案





ADMS

Advanced Diploma in
Management Studies

ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME (ADMS)

PROGRAMME STRUCTURE

Part I : Comprises 8 Basic Modules

Introduction to Management
The Economic Environment
Accounting for Managers¹
Operations Management

Organizational Behaviour
Business Law
Marketing
Information Technology

Part II : Select any 2 modules

Human Resources Management
Change & Quality Management

Financial Management

Part III : Comprises 2 Modules

Business Strategy

Management Project

¹ Prerequisite for Financial Management

For enquiries of Continuing Education Fund (CEF), please visit the following link: www.hkma.org.hk/adms-CEF or contact ADMS Secretariat Ms Winnie Sit on 2774 8573.

For enquiries of Qualifications Framework (QF), please visit the following link: www.hkma.org.hk/adms-QF or contact ADMS Secretariat Ms Winnie Sit on 2774 8573

SYLLABUS

(ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)

PART 1

Introduction to Management provides an overview of current schools of management thought as a means of formulating a concept of the nature and purpose of management. It reviews the basic knowledge of the functional nature of departments, and the relationships between people, departments and organizations.

The Economic Environment presents a comprehensive survey of economic concepts and the economic environment within which business firms operate. Micro and macro economic concepts and applications will be covered, enabling students to obtain a broad understanding of the subject.

Accounting for Managers introduces the concepts, principles and practice of financial accounting. Theories and applications of bookkeeping, business entities and accounting requirements, financial statements, as well as budgets and budgetary control are covered. (Prerequisite for Financial Management and Management Accounting)

Operations Management examines the knowledge and understanding of the decision-making processes in Production and Operations Management. It also develops students' understanding of how to plan at both broad and detailed levels and introduces them to related techniques and models.

Organizational Behaviour analyses the major determinants of behaviour within Hong Kong organizations, thereby improving students' ability to predict more accurately and control behavioural outcomes. Topics include individual differences, motivation, group dynamics, leadership, communication, organizational culture and the management of change.

Business Law equips students with the basic knowledge of Hong Kong law as a framework for commercial and management decisions and thus enables them to identify the legal components involved in such decisions.

Marketing explores the basic marketing concepts and the role of marketing. Subjects include identification of marketing opportunities, setting of marketing objectives, formulation of the marketing strategy, development of marketing plans and the marketing management process. (Prerequisite for Marketing Management)

Information Technology introduces students to the business application of IT, or e-business. This module covers the fundamentals of IT including computer hardware, software, networks and databases, as well as the strategic use of e-business. The goal is to familiarise students with the role of IT and information systems (IS) in business and management and to enable them to communicate effectively with IT professionals.

SYLLABUS

(ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)

PART II

Human Resources Management familiarizes students with the major concepts and practical skills of human resource management with an emphasis on their applications in the Hong Kong context. The students will be made aware of the linkage between human resource management and other areas of management which requires the human resource manager to have an overall view of the organizations.

Change and Quality Management focuses on the processes associated with change and organization development. Topics covered include: models of organizational development process, planned change and organizational renewal; the role of quality management, overcoming resistance to change; process consultation; intervention strategies; employee empowerment; and evaluating the effects of change.

Financial Management is an introduction to finance. A basic knowledge of finance is very important in making sound commercial as well as personal economic decisions, and thus this course is designed to fill this need. Important topics like efficient market theory, use of financial statements, time-value of money, risk and return, valuation of shares and bonds, capital budgeting, and long-term liability management will be covered.

PART III

Business Strategy concentrates on the understanding of the concepts and practices of strategic planning and control of business units from the perspective of functional management. It provides an introduction to such aspects of integrating functional planning and control within organizational strategy and structure.

Management Project allows students to demonstrate the ability to apply their knowledge and skills to a real management situation, usually within their own organization. Under the guidance of a supervisor, students are required to complete a project leading to recommendation(s) for action or presenting a system or method which they would wish to see implemented.

Course contents of all modules may be changed without prior notice.

WHAT OUR GRADUATES SAY...

(ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)

Mr Chiu Kai Pong, John

Marketing Manager
Pennant (HK) Ltd

Through the study of ADMS, I have developed understanding of how an organization operates. It enables me to establish systematic, thorough and professional market plans required in my job.

Mr Chan David

Area Manager
Wilson Parking (Holdings) Limited

ADMS provides a variety of modules which covered necessary principles, tools and skills of business management. It is useful to my career development and I am able to equip myself for being a professional executive.

Ms Wat Sau Fong, Sylvia

Sales Administration Supervisor
iVision Technology (HK) Ltd

As fellow classmates are from diverse industries, ADMS not only provides a powerful and invaluable learning experience but also enables us to build a broad and strong business network.

Ms Leung Suk Ting

Accounts Payable Manager ASP
The Hong Kong & Shanghai Banking Corporation Ltd

I am most grateful that ADMS is designed in a flexible mode, so that I could manage my study in accordance with my work patterns and achieve higher study goal. Joining ADMS is undoubtedly a wise decision.

WHAT BUSINESS EMPLOYERS SAY...

(ADVANCED DIPLOMA IN MANAGEMENT STUDIES PROGRAMME)

Mr S K Cheong

Non-Executive Director of Bossini & PuraPharm

ADMS has contributed greatly to the training of management professionals for society. Besides providing fundamental training in management studies, ADMS paves the way for advanced education for participants, accommodating the social needs for continuous education.

Mr Michael Tien BBS JP

Chairman
The G2000 Group

ADMS provides a valuable opportunity for participants to gain an insight into the management and operating styles of other organizations through discussions with fellow students and lecturers. It also enables participants to build a broad network of executives from diverse industries.

Dr Dennis Sun BBS JP

Chairman and Managing Director
Fuji Photo Products Co Ltd

To keep the course contents well abreast with the current business situation, ADMS widely invites management personnel from various leading companies to meet regularly for the review of the programme's curriculum.

ADBM

Advanced Diploma in
Business Studies
企業管理學高等文憑課程



企業管理學高等文憑課程

課程結構

第一部份：8 科必修基本科目

管理學概論
經濟環境
管理人員會計學
營運管理

組織行為
商業法
市場學
資訊科技

第二部份：（任擇 2 科）

市場管理
培訓及發展管理

人力資源管理

第三部份：2 科必修科目

企業策略

管理專題研究報告

選科須知：

- 學員必須先修讀「市場學」方可修讀「市場管理」。

查詢有關持續進修基金 (CEF) 事宜，請瀏覽以下網址：www.hkma.org.hk/adbm-CEF
或致電秘書處 2774 8573 (Ms Winnie Sit)。

查詢資歷架構 (QF) 詳情，請瀏覽以下網址：www.hkma.org.hk/adbm-QF
或致電秘書處 2774 8573 (Ms Winnie Sit)。

課程綱要（企業管理學高等文憑課程）

第一部份

管理學概論 本科目為學員提供通用於商業行政人員的企業管理基礎，培育學員發展成為有效管理者的潛能。內容主要介紹現代管理學的原則及管理者的功能和技巧。透過了解並加上在課堂上的深入探討及互相交流，使學員能把管理理論在實踐上引證及分析，最終能應用於工作崗位上。

經濟環境 本科目宗旨是讓學生學習到如何運用經濟學理論作經濟分析。同時幫助學生了解瞬息萬變的經濟形勢。學生可以運用經濟學的觀念及理論來分析商業管理，市場，會計，人事管理，財務管理等問題上。本科目亦對了解企業策略的課程內容有重要的作用。

管理人員會計學 本科之目的在於介紹有關會計方面的基本知識。會計的功能主要在於設定目標，衡量成果及評估工作績效，因此是一門不可或缺的商業基本課程。本科主要在於介紹以下各項課目：(1) 財務資訊系統的目的及特色，(2) 財務報表編製與程序，(3) 財務報表之分析及解釋，(4) 管理會計基本知識。

營運管理 無論從事何種產業，作業管理活動都是所有企業組織的核心。社會上有很多工作屬於作業管理的範疇，例如顧客服務、品質保證、生產規劃與控制、排程、工作設計、存貨管理等活動。而企業組織中其他的工作，如財務、會計、人力資源、運籌管理、行銷、採購，也都和作業管理息息相關。所以從事這些工作的人都應對作業管理有基本的認識。這課程的內容設計是對應製造和服務業所涉及作業管理的相關事宜，包括企業策略和戰術的運用等。而所教授的概念和工具均適用於不同的企業組織。

組織行為 本課程希望能提供學員對分析組織行為所需的知識和技能，並學習改變和控制員工行為的重要技巧。組織行為學能整體上銜接課程的其他科目，這科目能幫助學員對組織中的各種行為情況作出分析和處理。除此，它亦能提供學員對課程第二部份和第三部份科目的一些基本概念和知識，例如第二部份的人力資源管理，培訓及發展管理，第三部份的企業策略和管理專題研究報告。

商業法 此課程目標是在通過課堂授課，個案研究令學員認識香港的司法制度，合約法（包括貨品售賣合約與代理法），合夥法及公司法的基本原理及應用。

市場學 本科目是一個管理學的基礎科目，旨在概述市場管理的基本知識。本科目為學員進修較高級的管理課程提供良好的基礎。本科目使學員認識：

- (i) 市場學的基本概念及理論；
- (ii) 市場管理在商業機構中扮演的角色；及
- (iii) 商業機構與商業環境的關係。

資訊科技 本課程之宗旨為協助學生員掌握有關資訊科技之基本概念以及其於商業上之應用，建立企業資訊系統等各方面的知識，使資訊科技能有效地於一般企業運用。

課程綱要（企業管理學高等文憑課程）

第二部份

市場管理 市場管理集中闡述各種市場營運技巧的整合運用，以便作為基本課程上進一步的訓練。並會特別著重有關市場管理的手法，包括計劃，控制，策略設計和決策方式等的討論。本課程旨在使學員：

- (i) 了解市場管理的基本概念和理論。
- (ii) 熟習如何根據實用的架構，組織和展示市場計劃。
- (iii) 完成課程後可以改進分析技巧，並擴闊有關市場管理於機構中的視野。

人力資源管理 本科目是一個管理學的基礎科目，旨在概述人力資源管理的基本知識。本科目使學員瞭解一整套的人力資源理論與實務。本科目為學員進修「訓練與課程」提供良好的基礎。本科目使學員

- (i) 認識人力資源管理的基本概念及理論；
- (ii) 認識人力資源部門在商業機構所扮演的角色；及
- (iii) 提供學員處理各種人事問題所需的知識與技巧。

培訓及發展管理 人才發展是社會和企業發展的必然手段。透過員工的培訓工作，企業不單止能在管理和營運上達到週期目標，而且能在不斷變化的營商環境下繼續突圍而出並可自我更生以求獲取更高的商業價值。

課程的焦點是讓學員在一個互動的學習環境下，體驗培訓發展過程的四個主要部分。它們包括培訓需求分析、課程設計、課堂講授和訓練評估。

第三部份

企業策略 企業策略是企業管理學高等文憑課程之核心課程，著重介紹決策階層對企業的整體管理，配合其特性及專長以適應商業環境的需求。本課程以跨功能性結合學員已修讀科目中所學到的知識。為學員提供策略性管理運作的全面瞭解，並著重商業管理各種功能之互相配合和應用。亦使學員瞭解各種影響組織架構取向之因素，包括外在環境、文化及科技發展等。藉著介紹組織架構，使學員能分析及評估企業之問題，如計劃、決策、執行及控制。

管理專題研究報告 本科目的設計是讓學員應用所學的知識和技巧來分析及解決現實商業機構內的管理問題。在導師指導下，學員需要完成一個管理問題的研究報告，並就有關問題提出有效及實際的建議。

畢業生語錄 (企業管理學高等文憑課程)

黃志球先生

永勝宏基集團有限公司
物料部經理

暢銷書《Outliers》的作者 Malcolm Gladwell 指出：儘管很多人的成功是有著天時地利人和的環境因素，但本身亦至少經過一萬小時的磨練。換句話說，機會只會落在有準備的人身上。我很慶幸為自己作出了報讀 ADBM 的決定，為前程做好準備。

吳文映小姐

通力營造有限公司
秘書

在整個「企業管理學高等文憑課程」學習過程中，除了豐富了我的知識、擴闊了自己的眼光之外，導師的經驗之談、同學間的交流，更令我獲益良多。

廖志誠先生

謝瑞麟珠寶 (香港) 有限公司
營業經理

在課程中有多次團隊習作，隊員來自不同行業，使我瞭解各行業管理知識，和提高溝通技巧。這些學習經驗，我十分珍惜。

莫偉雄先生

海通國際証券集團有限公司
經理

在這課程中，知識學習固然十分重要，但我覺得最重要的是，是能夠學習到一種持續進修、不斷增值和認真學習的精神和態度。這種鍛鍊，一生受用。

李嘉燕小姐

香港中華總商會
會員事務部主管

修讀期間難免要面對工作和學習的壓力，但 ADBM 幾乎所有的科目都能帶給我新思維、新知識，使我享受學習的過程和樂趣。

莫家健先生

KIER Infrastructure Overseas Ltd
職業安全主任

企業管理是我從未接觸過的知識，比從前所學的數、理、化等學科，更適合日常工作的實際應用。透過課堂所學習的理論，加上老師和同學所分享的經驗和心得，學會以不同角度觀察事物，啟發思維。

工商界語錄 (企業管理學高等文憑課程)

梁嘉麗小姐

香港銀行學會
行政總裁

「企業管理學高等文憑課程」是一個管理理論與實踐並重的課程，除了內容切合在職管理人員實際需要，大部份導師為業界專才，絕對有助學員增強工作表現，進一步發展事業。

莫家麟先生

市區重建局
人力資源總監

不要再錯失良機，「企業管理學高等文憑課程」給你升讀大學及攀登事業階梯的黃金途徑。

梁榮鏞先生

聯合出版(集團)有限公司
總經理

課程邀請企業代表組成諮詢委員會，為ADBIM提供第一手工商界的意見，確保課程內容切合社會需求，與時並進。

邵信明先生

昂平360有限公司
前任董事總經理

面對知識型經濟，終身學習、自強不息並不再是錦上添花，而是在瞬息萬變的競爭環境中生存的基本要求。ADBIM是一個十分理想的選擇。

Address: 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

地址：香港黃竹坑業興街 11 號
南匯廣場 B 座 16 樓

ADMS Website : www.hkma.org.hk/adms
Email : adms@hkma.org.hk

ADMS 網址 : www.hkma.org.hk/adms
電郵 : adms@hkma.org.hk

ADBMs Website : www.hkma.org.hk/adbm
Email : adbm@hkma.org.hk

ADBMs 網址 : www.hkma.org.hk/adbm
電郵 : adbm@hkma.org.hk

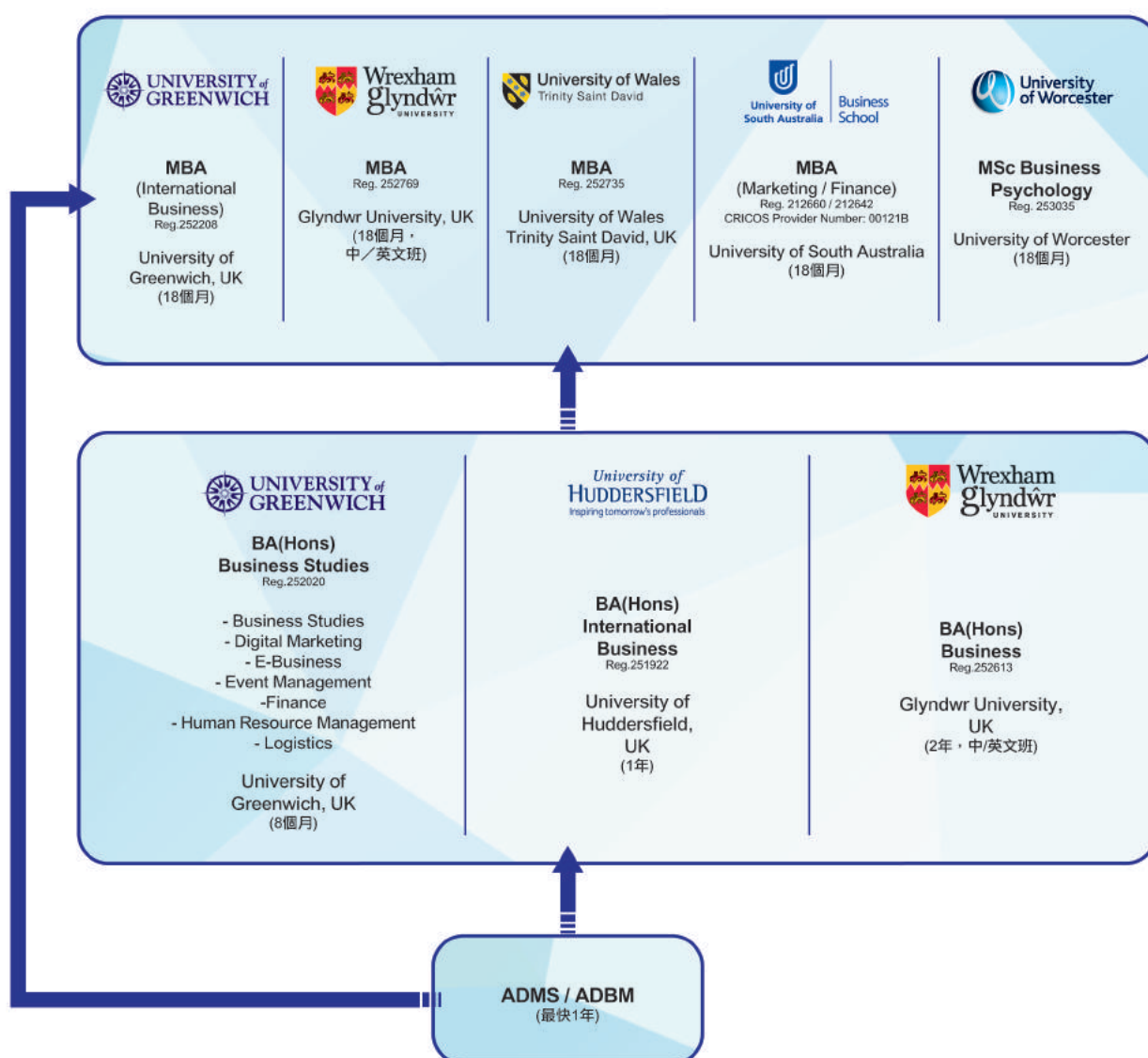
For Enquiries on programme details, please contact
Ms Winnie Sit : 2774 8573

查詢詳情，請聯絡：
Ms Winnie Sit : 2774 8573

YOUR ADVANCEMENT PATH

繼續進修途徑

- ADMS and ADBM graduates are eligible to apply for admission to the following Bachelor's and Master's degree programmes offered by various prestigious overseas universities in association with the HKMA. Those who are admitted to top-up Bachelor's programmes may be granted exemption from 1 to 2 years of study:
- 「管理進修高等文憑課程」ADMS及「企業管理學高等文憑課程」ADBM之畢業生可申請報讀以下由本會提供的海外大學學士或碩士課程。部分銜接學士學位課程可豁免一至兩年的學習年期。



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 recognise any qualification to which these courses may lead.

學員必須符合個別大學之英語水平要求。
入學申請和訂定相關的要求和程序由大學全權審批。如有更改，將不另行通知。
香港管理專業協會對有關大學的入學申請不作任何保證及 / 或負任何責任。
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。