

# Student Handbook

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# 1 THE COURSE STRUCTURE

## **Part I Comprises 8 Basic Modules.**

Module Code	Module Name
61	Introduction to Management
62	The Economic Environment
63	Accounting for Managers <sup>1</sup>
64	Operations Management
65	Organizational Behaviour
67	Marketing
68	Information Technology
69	Business Law

## **Part II Select any 2 Modules.**

Module Code	Module Name
71	Human Resources Management
72	Change and Quality Management
73	Financial Management

## **Part III Comprises 2 Compulsory Modules.**

Module Code	Module Name
81	Business Strategy
82	Management Project

<sup>1</sup> Prerequisite for “Financial Management” in Part II

## 2 GENERAL INFORMATION

### Contacts of ADMS Secretariat

For Administrative Matters, please contact:

Mr Ryan Ma / Ms Kendra Leung

Tel : 2774 8502 / 2774 8532  
Email : [adms.admin@hkma.org.hk](mailto:adms.admin@hkma.org.hk)  
Fax : 2365 1000  
Address : The Hong Kong Management Association  
16/F Tower B, Southmark  
11 Yip Hing Street  
Wong Chuk Hang  
HONG KONG

For Programme Organization Matters, please contact:

Ms Winnie Sit

Tel : 2774 8573  
Email : [adms@hkma.org.hk](mailto:adms@hkma.org.hk)  
Fax : 2365 1000  
Address : The Hong Kong Management Association  
16/F Tower B, Southmark  
11 Yip Hing Street  
Wong Chuk Hang  
HONG KONG

ADMS Joint Course Leaders:

Ms Titania Woo  
The Hong Kong Management Association

Faculty of Business  
Professor Lui Hon Kwong  
Lingnan University

A student who wishes to make a comment, suggestion, or complaint on any ADMS matter should do so in writing to the ADMS Secretariat or Student Service Office (Tel no. 2774 8500), and state clearly his/her name, address and class attended. No action will be taken on any complaint which is anonymous.

Email: [adms@hkma.org.hk](mailto:adms@hkma.org.hk) or [hkma.org.hk](http://hkma.org.hk)

## Module and Other Fees

Module fees paid are non-refundable after the refund deadline except in the case of class cancellation. The Secretariat reserves the right to cancel a class, in which case module fees paid will be fully refunded as soon as cancellation of the class is confirmed. The Secretariat reserves the right to adjust its module fees from time to time.

All students must submit their enrolment forms together with a crossed cheque for the payment of module fees before the enrolment deadline. Details on the fees are set out below:

Particulars	Payment/Request	Fee (HK\$)
Withdrawal	Before term commencement	10% of module fee
Change of Class	Before term commencement	\$200/module (subject to space availability)
Retention of Module Fee	Before term commencement	\$100/module
Exemption	Before term commencement Full exemption: \$500/module	Processing fee: \$100/module
Remedial Exam	One month before examinations (upon notification by the Secretariat)	\$600/module
Appeal against Exam Result	Within 14 days after the issue date of result slips	\$350/module (except “Management Project)
Appeal “Management Project”	Within 14 days after the issue date of result slips	\$550
Transcript/Reference Letter		\$200/copy
Certificate of Attendance		\$100/copy

Notes: All fees (except module fees) are non-refundable and subject to adjustment.

All transactions made by students arising from the ADMS Programme must be settled by crossed cheques made payable to The Hong Kong Management Association. Fees are subject to adjustment from time to time.

In the event of the Secretariat continuing to provide services to a student who has failed to pay the due fees by the specified date, this shall not be construed as the Secretariat waiving any of its rights and powers or any other legal rights and remedies it may have, including but not limited to the right to bring an action against a student for non-payment of fees. The Secretariat reserves the right to refuse registration for a further course of study to student who is in debt to the Association. No diploma or academic certificates shall be issued to a student who is in debt to the Association.

## **Graduation and Diploma**

Upon successful completion of the ADMS Programme, students will be conferred the appropriate academic awards.

After the announcement of the examination results, students who are eligible for academic awards will be informed by letter.

The Secretariat keeps a record of the personal particulars provided by students at the time of application, and this information will be taken as their personal data for graduation. The students' names on the record will be taken as final and printed on their diplomas. It is the student's responsibility to inform the Secretariat of any changes to their personal details.

Diplomas will normally be available for collection around 3 months after the release of results. Students will be notified of the exact dates in a letter inviting them to come for collection, subject to his/her module fee being fully paid. It is the student's responsibility to collect the diplomas according to the schedule. Once collected students are responsible for the safe custody of their diplomas as the Association and the University will under no circumstances issue any duplicate or replacement.

## **Application for Exit Award**

Upon successfully completing 8 basic modules, students can apply for the exit award - Professional Diploma in Management Studies. Those who would like to apply should submit the application form to the Secretariat by email or fax to 2365 1000.

Date of Application	Date of collection
2 – 31 January	April
2 – 31 May	August
1 – 31 August	November

Important Notice : Students who have received the exit award of the Professional Diploma in Management Studies (PDMS) and subsequently wish to continue the ADMS programme may do so with an application fee of HK\$300. The exit award will be converted to the final award of ADMS upon completion of the full programme. The PDMS diploma should be returned to the Secretariat before the ADMS diploma is issued.

## **E-mail Broadcast**

ADMS announcements and notices will be made via email. Students should notify the ADMS Secretariat of changes in their email address.

## **ADMS Past Exam Paper Archive**

For students' reference, the ADMS examination papers of 3 terms are accessible through the internet.

Steps for searching:

1. Go to the website: <http://www.hkma.org.hk/adms/pastpaper> or <http://www.hkma.org.hk/adms> and click on "Student Information"
2. Key in the Login password: ADMSPAPER

## Arrangements During Bad Weather

Typhoon/ Rainstorm Warning Signal	Action to be Taken
When Typhoon Signal No.3 or below/ Amber or Red Rainstorm Warning is in force	All classes and exams will be held as scheduled
<p>When the Observatory announces the following warning(s) before classes/ exams:</p> <ul style="list-style-type: none"> <li>• Typhoon Signal No.8 or above/ Black Rainstorm Warning is in force</li> <li>• Typhoon Signal No.8 or above will be hoisted within 2 hours</li> </ul>	No classes and exams will be held
<p>However, if Typhoon Signal No.8 or above/ Black Rainstorm Warning is:</p> <ul style="list-style-type: none"> <li>• lowered at or before 7:00am</li> <li>• lowered at or before 12:00 noon</li> <li>• lowered at or before 4:00pm</li> </ul>	<p>All classes and exams will be held as scheduled</p> <p>on or after 2:00pm classes and exams will be held as scheduled</p> <p>on or after 6:00pm classes and exams will be held as scheduled</p>
<p>When Typhoon Signal No.8 or above is in force:</p> <ul style="list-style-type: none"> <li>• <b><u>during</u></b> classes</li> <li>• <b><u>during</u></b> examinations</li> </ul>	<p>All classes already in progress will be dismissed immediately</p> <p>All exams already in progress will continue unless the Chief Invigilator is advised by the ADMS Secretariat that it should be terminated</p>
<p>When Black Rainstorm Warning is in force:</p> <ul style="list-style-type: none"> <li>• <b><u>during</u></b> classes/ examinations</li> </ul>	All classes and exams already in progress will continue

NOTE: Make-up sessions will be arranged for all cancelled classes in due course.

**Admission**

All successful applicants will be notified by mail of their admission to the programme in due course. If applicants do not receive such notification by the appropriate time, it is their responsibility to make enquiries at the ADMS Secretariat during office hours.

**Maximum Period of Study**

The maximum time span that a student can be enrolled in the course is three years. When a student exceeds this period or it is clear that he/she cannot complete the course within that period, he/she can apply to extend the study period.

**Change of Personal Particulars**

Information on personal particulars provided by a student in his/her application form at the time of admission will be used for setting up a student's permanent record. Information supplied should be correct and updated at all times as it will be used for all official documents, including diplomas and transcripts. It is therefore the student's responsibility to notify the Secretariat in writing as soon as there are changes in his/her personal particulars.

**Change of Class**

Applications for change of class are allowed subject to space availability. Written requests should be made before the commencement of each term.



## **Class Attendance**

A minimum of 70% attendance is required for satisfactory completion of a module. Students failed to achieve the above attendance requirement will be barred from sitting for the final examination and are required to retake the modules concerned.

Attendance at lectures is restricted to the session time for which students registered. Taping of lectures is strictly forbidden.

Students who are 15 minutes late are required to sign the register, together with time of arrival, in front of the lecturer. Students who sign the attendance registers but do not attend the classes will be considered as absent.

The Secretariat will arrange make-up classes for cancelled classes on Saturdays or Sundays. In case the make-up classes clash with other classes, it is the students' responsibility to contact the Secretariat for other possible arrangements. The Secretariat reserves the right to cancel a session, to change lecturer, time or venue due to unforeseen circumstances.

## **Group Discussion**

Participants must be involved in either group discussion or group presentation. If any participant is complained to be not involved, the lecturer may not score the continuous assessment part. On the other hand, consents of the presenting group must be granted for any photo and video taking of the group presentation.

## **Transcripts and Certificates of Attendance**

Transcripts or Certificates of Attendance will be issued upon written request. A cheque payment of HK\$200 must be made for each transcript and HK\$100 for each Certificate of Attendance requested. Normally, it takes about one week to prepare the transcript and Certificate of Attendance.

## **Reference Letters**

Reference letters will also be issued upon written request with a cheque payment of HK\$200 for each copy.

## **Handout Materials**

All handout materials and readings obtained in class are strictly for participants' own educational purposes. Participants are strictly prohibited from copying or reproducing by any means or in any form without the Association's written consent.

## 4 GUIDE TO STUDY PLANNING

1. The programme consists of 3 parts which should be completed in sequence. To provide students with greater flexibility in planning their studies, Part II modules are allowed to be enrolled together with the remaining Part I modules in the same term; and likewise for Part II and Part III modules.

“Accounting for Managers” in Part I is a prerequisite subject for “Financial Management in Part II.

2. Each academic year consists of 3 terms, and in each term students can enrol in 4 modules maximum, i.e. the 12-module ADMS programme can be completed in a minimum period of 12 months. Students should schedule their studies carefully in order to be able to complete the programme within the maximum 3-year time span. Extension may be granted at the discretion of the Secretariat with compelling reasons.
3. Not necessarily all modules will be offered at each venue and in each term. The Secretariat may cancel a class due to insufficient enrolments. Enrolment in respective classes will be accepted on a first come first serve basis. Early application is advised.
4. The 8 Compulsory Modules of Part One will be offered in two clusters in alternate terms, as follow modules:

Term	Modules Offered
Cluster A	Introduction to Management, The Economic Environment, Accounting for Managers, Business Law
Cluster B	Operations Management, Organizational Behaviour, Information Technology, Marketing
Cluster A	Introduction to Management, The Economic Environment, Accounting for Managers, Business Law
Cluster B	Operations Management, Organizational Behaviour, Information Technology, Marketing
* Remarks: Clusters A and B will be held alternately until further notice.	

The Secretariat reserves the right to cancel classes with insufficient enrollment. In case of the above situation, students have to choose other modules or change to another class.

## 5 EXAMINATION REGULATIONS AND PROCEDURES

### Assessment

The course will be assessed by both continuous assessment and examination, in proportions which vary amongst course modules.

Assessments may be held during any session of each module and may take different forms - a written paper, a case study, exercises or tests - as required by individual lecturers. A close-book final written examination will be held after the conclusion of the last session.

A student who is unable to sit for an examination but has medical or other compelling reasons may apply in writing with documentary evidence for a remedial examination. The application should be made at the earliest possible moment before the examination is held. The assessment schedule for the course is set out below:

Module	Duration of Written Examinations	% Assessment	
		Final Examination	Continuous Assessment
<b>Part I</b>			
Introduction to Management	2 hours	60%	40%
The Economic Environment	2 hours	60%	40%
Accounting for Managers	2 hours	50%	50%
Operations Management	2 hours	70%	30%
Organizational Behaviour	2 hours	60%	40%
Marketing	2 hours	60%	40%
Information Technology	2 hours	50%	50%
Business Law	2 hours	60%	40%
<b>Part II</b>			
Human Resources Management	2 hours	60%	40%
Change and Quality Management	2 hours	60%	40%
Financial Management	2 hours	70%	30%
Business Communication	2 hours	60%	40%
Advertising and Integrated Marketing Communications	2 hours	50%	50%
<b>Part III</b>			
Business Strategy	2 hours	50%	50%
Management Project	N/A	(60% Final Project)	(20% Project Proposal) (20% Interim Report)

## Grading Scheme

The final grade of a module is classified according to the overall marks, after adding together the continuous assessment and the final examination scores according to the weighting of each in the module (see Assessment Schedule on p. 10).

The pass mark for all individual modules is normally 50%.

Continuous assessments and examinations will be marked in numerical terms but only letter grades will be disclosed to students.

GRADE	STANDARD	GRADE POINTS	RESULTS
A	Excellent	4	allowed to progress
B	Good	3	allowed to progress
C	Fair	2	allowed to progress
D	Marginal Pass	1	allowed to progress
F	Failure	0	<ul style="list-style-type: none"> <li>- failed, or absent from the examination without the Secretariat's prior approval</li> <li>- required to take the remedial examination *</li> <li>- will be awarded no higher than C grade</li> <li>- For "Management Project" – require to re-submit the project within one month after the announcement of the results with a remedial fee of HK\$350 and will be awarded no higher than C grade</li> </ul>
Ab	Absent	0	<ul style="list-style-type: none"> <li>- absent from the final examination with the Secretariat's prior approval</li> <li>- required to take the remedial examination *</li> <li>- will be awarded the actual grade</li> </ul>
R	Remedial Failure	0	<ul style="list-style-type: none"> <li>- Failed, or absent from the remedial examination</li> <li>- required to take the module again or another fresh module instead</li> <li>- For "Management Project" – required to re-take the project module again</li> </ul>
DQ	Disqualified	0	<ul style="list-style-type: none"> <li>- Disqualified from sitting the examination due to failure to maintain a minimum of 70% of attendance</li> <li>- required to take the module again or other fresh modules instead</li> <li>- For "Management Project" – required to re-take the project module again</li> </ul>

\* All remedial examinations must be taken in the subsequent Spring Term, Summer Term or Autumn Term, whichever is sooner

## Management Project

The aim of the Management Project is to enable participants to demonstrate the ability to apply their knowledge and skills to a real management situation.

Students are required to undertake an investigation into a selected aspect or aspects of an organization's own operation. Such an investigation should preferably be carried out in the student's own organization.

It is not expected that this exercise will be addressed as a thesis or dissertation, but will give rise to a management report. Accordingly it must be of a form which would be acceptable to a senior management group or Board of Directors.

Assessment of the project will have three components. First, there is the Project Proposal, which accounts for 20% of the project mark. Second, there is Interim Report, which accounts for 20% of the project mark. Third, there is the Final Project, which accounts for 60% of the mark.

Students should take special note of the fact that the overall assessment takes into account not only the quality of the written report but also the methodology employed, the planning, and the execution of the project, the collection, processing and interpretation of data, the critical analysis used, the conclusions drawn and the final presentation.

If the project is not submitted by the deadline but within one week thereafter the overall grading will be reduced by one grade. Projects submitted after this will not be accepted.

Projects which receive a mark of less than 60% but not less than 55% (Grade F) may be revised and resubmitted within one month after the announcement of the result with a remedial fee of HK\$600. Those receiving a mark of less than 55% (Grade DQ) will have to retake the module in its entirety.

<b>Grade</b>	<b>Performance</b>	<b>Results</b>
A	Excellent	allowed to progress
B	Good	allowed to progress
C	Fair	allowed to progress
F	Failure	required to revise and re-submit the project within one month after the announcement of the results
DQ	Disqualified	required to re-take the Project module again

## **Progression**

Only students whose attendance meet the minimum of 70% shall be permitted to sit for the final examinations.

A student may register on the course for a maximum of three years, including any years when the student has been absent for reasons which are considered to be acceptable by the Joint Course Leaders.

During the end-of-term assessments, the Board of Examiners should make a final decision on a student's performance, under one of the following categories:

- a) passed, eligible for progression/award;
- b) failed, required to take re-assessment in the coming term;
- c) failed, required to repeat the whole module or other fresh modules instead;
- d) failed, required to withdraw.

In order to progress from one stage of the course to the next stage a student must have obtained a minimum of 50% in the overall marks.

Under certain circumstances students failing Part I subjects are allowed to retake the subject together with Part II subjects, otherwise all parts of the course must be completed in sequence.

## **Re-assessment/Remedial Examination**

A student who is re-assessed for a module failure where there are no clear extenuating circumstances shall be awarded no higher than C grade. A student who is re-assessed for reasons other than a straightforward academic failure, e.g. ill-health, may at the discretion of the Board of Examiners, be awarded the actual mark or grade obtained in the assessment.

A student who has been granted approval to take a re-assessment will be informed by mail by the Secretariat of the schedule and procedure for fee payment. A remedial fee of \$600 per module will be charged.

A student who fails a module may be allowed to be re-assessed ONCE only. Failure in the re-assessment requires the student to retake the module with whole module fee again. Further failure in the same module may, at the discretion of the Board of Examiners, result in disqualification from the course.

Remedial Examinees have to take the remedial examination in either the subsequent Spring Term (June) /Summer Term (October) / Autumn Term (February), whichever is sooner.

## **Disclosure of Results**

Result of each module will be disclosed normally in August/September for Spring Term, December/ January for Summer Term and April/May of the following year for Autumn Term. Students shall be informed of their level of performance in each module in terms of the grades obtained; but not of the numerical scores. Examination results will not be issued to student who owes any fee to the Association.

Appeal against decision of the Board of Examiners should be made in writing to the Joint Course Leaders no later than 14 days after the issue date of the result slips.

## **Determination of the Final Award**

Completion of the programme requires satisfactory passing of all 8 Basic Modules, 2 Optional Modules, plus Business Strategy and Management Project within a maximum of 3 years after initial registration.

The final award will be based upon the Grade Point Average (GPA), which will be calculated as follows:

$$\text{GPA} = \frac{\text{Sum of Grade Points for 12 Subjects}}{12}$$

The classification of final award is at the discretion of the Board of Examiners.

## **Rules Governing the Conduct of Examinations/Written Assessments**

Examinations are normally scheduled for June (Spring Term), October (Summer Term) and February (Autumn Term) every year.

Students are required to note the following rules governing the conduct of examinations. Failure to observe any of these rules may result in disqualification from the examination or suspension of study.

1. Candidates must bring their Hong Kong identity cards to the examination. This document should be placed on the top right-hand corner of the desk for inspection by invigilators during the examination. A candidate shall be liable to expulsion from the Programme if the document does not correspond to the person sitting the examination.
2. It is important to take note of the examination centre as the one designated may be different from the one at which lectures are held. Candidates must attend the examinations at the assigned centre.
3. Candidates shall not enter the examination room/hall until so instructed by the invigilator.
4. No mobile phone, books, memoranda, notes, scrap papers, dictionaries, electronic storage device (such as an electronic organizer, diary or electronic dictionary) or any other similar material shall be put on the desk or in the pockets. Articles brought into the examination room/hall with the permission of the invigilator shall be deposited in a place designated by the invigilator. The possession of unauthorized materials by a candidate in an examination room/hall shall constitute a breach of regulations and will be disqualified from the Programme.
5. If necessary, candidates should only use the mathematical or other tables provided. Special tables may only be used after inspection by and with the approval of the invigilator.
6. Candidates should be seated at least 5 minutes before the commencement of an examination. However, at the discretion of the invigilator, candidates may be allowed to enter the examination room/hall within 45 minutes of the commencement of the examination.
7. Candidates must sit according to the seat number assigned.
8. No candidate shall start the examination until instructed to do so by the invigilator.
9. Candidates must provide themselves with necessary writing and drawing instruments.

10. Electronic calculators may be used in an examination. Unless expressly allowed, the electronic calculator should be hand-held, self-powered, silent in operation, and with neither printout nor graphic/word-display facilities. No external media associated with an electronic calculator, such as instruction booklets, magnetic cards or memory modules, are allowed. Candidates should make sure that the cover of their calculators do not contain any paper.
11. Candidates shall write only on answer book and supplementary answer sheets provided for examination purpose. No pages may be torn out of the answer book.
12. After the examination has been in progress for more than 45 minutes, candidates may be allowed to leave the examination room/hall with the approval of the invigilator. However, candidates may not be permitted to leave the examination room/hall during the final 15 minutes of the examination.
13. During the course of examination, candidates shall not leave the examination room/hall temporarily and return subsequently, unless accompanied by an invigilator.
14. During the examination, there shall neither be communication between candidates for any dishonest conduct. Candidates shall not do anything which causes necessary distraction to other candidates. Irregularities of any kind will be reported to the ADMS Secretariat for action as appropriate. Anyone found cheating in any manner will be disqualified on the spot from the Programme.
15. Mobile phones should be switched off during the examination.
16. No food, drinking or smoking is allowed in the examination room/hall during the examination. However, if a candidate needs to drink water (to accompany medication for example) or has any other urgent requirements, he can make his request to the invigilator.
17. A reminder of the time remaining will be announced 15 minutes before the end of the examination.
18. At the end of the examination, candidates shall remain seated quietly until they are told to leave the examination room. They shall not take out of the examination room any items issued by the invigilator. Examination paper cannot be taken away.
19. A student alleged to have cheated or contravened the examination regulations shall be disqualified and barred for at least two years from the ADMS Programme. After the said period, they may reapply if they so wish. However, acceptance will be subject to the prevailing requirements.

Students are reminded that general rules for examination are also applied to all written assessments in class. Those who were found cheating would not be given any marks in the continuous assessment.

All ADMS regulations are subject to repeal or amendment by the Joint Course Leaders as and when deemed appropriate.