



To News Editor.....

September 15, 1995

**"DIPLOMA COURSE IN MANAGEMENT COMMUNICATION 96/97
ORGANISED BY
ASIA-PACIFIC INSTITUTE OF BUSINESS
THE CHINESE UNIVERSITY OF HONG KONG**

The Chinese University's Asia-Pacific Institute of Business is pleased to offer its third one-year Diploma Course in Management Communication on 13 January 1996. The programme has been most successful in enabling participants to improve their communication skills and achieve their management development and career goals.

The eight modules in the programme include practical and persuasive communication techniques for immediate application such as written business documents and oral communication skills. Participants will also understand and manage communication issues and problems in organizations related to cross-cultural differences, conflict, manager-staff relationships and team work. A module on strategic public communication focuses on effectively building a company's corporate image and managing media relations.

The programme is designed for managers and executives from all business sectors as well as those working in the government and in education, who find themselves increasingly having communication roles and responsibilities.

Short lectures to present and explain concepts and principles, exercises and activities to practice techniques and build skills comprise the main learning process. Participants will complete a group project that aims to use a communication approach to solve an actual problem in a company. Participants will receive a diploma upon successfully completing the programme.

The programme will be conducted by experienced university lecturers and business practitioners. Classes will meet every Saturday from 2:30 p.m. to 6:30 p.m. at the Chinese University campus.

Application forms and brochures of the programme are now available at the following venues:

- (1) MBA Town Centre, The Chinese University of Hong Kong
Room 308, East Ocean Centre, Tsim Sha Tsui East, Kowloon
(Office Hour: Mon - Fri, 2:00 p.m. to 8:00 p.m.
Sat, 2:00 p.m. to 5:00 p.m.)
- (3) Hong Kong Book Centre Ltd.
Basement, On Lok Yuen Building, 25 Des Voeux Road, C., Hong Kong

Application forms and information can be obtained by mail at the following address. Please enclose a stamped (\$2.4) and self-addressed envelope (9" X 13").

Diploma Course in Management Communication
Asia-Pacific Institute of Business
2/F1, Li Dak Sum Building
The Chinese University of Hong Kong
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All applications must be submitted on or before October 27, 1995. For enquiries, please call the Asia-Pacific Institute of Business at 2603 5119.