



新聞稿 PRESS RELEASE

Diploma Programmes Jointly Organized by Faculty of Business Administration and Asia-Pacific Institute of Business of The Chinese University of Hong Kong

The Faculty of Business Administration and Asia-Pacific Institute of Business (APIB) of The Chinese University of Hong Kong will jointly organize five one-year diploma business programmes for middle and upper management level executives beginning September this year. Applications have begun on May 16.

The Faculty of Business Administration has organized the programmes with the Department of Extra Mural Studies of the Chinese University for the past years. In order to meet the needs of the real business world, Asia-Pacific Institute of Business will provide assistance for the Faculty in organizing the programmes starting the coming academic year.

The five diploma programmes are: Business Management, Accounting for Managers, Marketing and International Business, Training Management and Finance. The programmes are similar to the type of courses offered at the undergraduate level of the University. Participant who has successfully completed the course will be awarded a diploma issued by Asia-Pacific Institute of Business.

The target group of the programmes are the executives at middle and upper management levels, especially for those who have never received any formal management training. Participants may also further their studies in a specialized area or take the programmes as refresher courses. All the programmes will be lectured by professional educators from the Faculty of Business Administration of the Chinese University, with outside professionals being occasionally brought in to enhance the programmes.

Asia-Pacific Institute of Business was established about one year ago, with the aim to develop human resources for the business community in Hong Kong. During the past year, the Institute has also offered various in-house management training programmes for major companies in Hong Kong and the PRC apart from organizing the diploma programmes with the Faculty of Business Administration.

Applications forms and further information on the programmes are now available at the following venues:-

1. MBA Town Centre
The Chinese University of Hong Kong
Rm 308, East Ocean Centre
Tsim Sha Tsui East
2. Swindon Book Ltd
13-15 Lock Road
Tsim Sha Tsui
3. Hong Kong Book Centre Ltd
25 Des Voeux Road C
Basement, On Lok Yuen Bldg

Interested parties may also obtain the application forms and information by mail with pre-addressed and stamped (\$3.0) return envelope (9" x 13") to

Asia-Pacific Institute of Business
Sui-Loong Pao Building
The Chinese University of Hong Kong
Shatin, NT

All applications must be submitted on or before June 14, 1991. For enquiries, please call 6035119.