



新聞稿 PRESS RELEASE

TO NEWS EDITOR
FOR IMMEDIATE RELEASE

APRIL 28, 1994

DIPLOMA PROGRAMMES JOINTLY ORGANISED BY
FACULTY OF BUSINESS ADMINISTRATION AND
ASIA-PACIFIC INSTITUTE OF BUSINESS OF
THE CHINESE UNIVERSITY OF HONG KONG

The Faculty of Business Administration and the Asia-Pacific Institute of Business (APIB) of The Chinese University of Hong Kong will again jointly organise a series of one-year diploma business programmes for middle and upper management level executives in September this year. Applications begin on April 29.

There are five diploma courses to be offered, including Accounting for Managers, Business Management, Finance, Marketing and International Business, and Training Management. The courses are similar to the courses offered at the undergraduate level by the University. Participants who have successfully completed the course will be awarded a diploma issued by University's Faculty of Business Administration and the Asia-Pacific Institute of Business.

The target groups for the courses are executives at the middle and upper management levels, especially those who have never received any formal management training. Participants may also be furthering their studies in a specialized area or taking the courses as refresher courses. All the courses will be taught by regular faculty members of the Chinese University, outside professionals being occasionally brought in to enhance the courses. All classes meet on Saturday afternoon, except the Training Management Course which meets for the whole day of Saturday.

Application forms and further information on the programmes will be available at the following venues from April 29 onwards:

1. MBA Town Centre, The Chinese University of Hong Kong, Room 308, East Ocean Centre, T.S.T. East, Kowloon.
(Office Hours: Mon. - Fri. 2:00 to 9:00 p.m., Sat. 2:00 to 5:00 p.m.)
2. Hong Kong Book Centre Ltd., Basement, On Lok Yuen Building, 25 Des Voeux Road, C., Hong Kong.
3. The Commercial Press Book Centre, 19 Yee Wo Street, Causeway Bay, Hong Kong.
4. The Commercial Press, Mongkok Branch, 608 Nathan Road, Kowloon.
5. The Commercial Press H.K. Ltd., Shatin Book Plaza, Shop 266-270, Level 2, Phase 1, New Town Plaza, Shatin, N.T., H.K.

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Interested parties may also obtain the application forms and brochures by sending a pre-addressed and stamped (\$2.4 for one brochure, \$3.5 for more than one brochure) return envelope (A4 size) to

The Asia-Pacific Institute of Business,
Room 426, K.K. Leung Building,
The Chinese University of Hong Kong,
Shatin, N.T., H.K.

Closing Dates of application: June 1, 1994 (For DBM and MIB)
June 8, 1994 (For FIN and DTM)
June 15, 1994 (For ACC)

For enquiries, please contact Miss Olivia Li of the Institute at 603-5119.

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For press enquiries, please contact Mrs Shirley Kwok of the University's Information and Public Relations Office at 609 8897.