



新聞稿 PRESS RELEASE

TO NEWS EDITOR
FOR IMMEDIATE RELEASE

OCTOBER 16, 1994

**"DIPLOMA PROGRAMME IN BUSINESS COMMUNICATION"
ORGANIZED BY
ASIA-PACIFIC INSTITUTE OF BUSINESS
THE CHINESE UNIVERSITY OF HONG KONG**

A one-year diploma programme to boost managers' communicative competence in business will be organized by the Chinese University's Asia-Pacific Institute of Business early next year.

It has been estimated that effective managers spend between 60 and 70% of their working day to communicate with staff, managers, customers and the public. Moreover, the ability to communicate always stands out as the top criterion for moving up in any business organization.

This "Diploma Course in Business Communication" is designed for educators and middle to upper-level managers who are in constant demand as communicators in their own organizations. Through a series of "hands-on" classroom sessions, the programme will make managers more acutely aware of how communication works in an international business setting.

The objectives of this course are: 1) to understand communication principles; 2) to apply communication principles in a variety of contexts; and 3) to enhance personal and professional communicative competence.

The programme beginning on 14 January, 1995, will be conducted by experienced teachers from various departments of the Chinese University. Classes will meet every Saturday from 2:30 p.m. to 6:30 p.m. on 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 Business Communication
Asia-Pacific Institute of Business
Room 426
K K Leung Building
The Chinese University of Hong Kong
Shatin
N T, H K

All applications must be submitted on or before November 16, 1994. For enquiries, please call the Asia-Pacific Institute of Business at 603 5119.