



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 the Asia-Pacific Institute of Business (APIB) of The Chinese University of Hong Kong will jointly organize a series of one-year diploma business programmes for middle and upper management level executives again in September this year. Applications will begin on May 9.

The Faculty of Business Administration had organized the programmes with the Department of Extra Mural Studies of the Chinese University for the past years. Since last year, the Asia-Pacific Institute of Business has provided assistance for the Faculty in organizing the programmes in order to meet the needs of the real business world.

There are six diploma programmes to be offered, including Business Management, Accounting for Managers, Marketing and International Business, Training Management, Finance, and Smaller Company Management. The programmes are similar to the type of courses offered at the junior undergraduate level of the University. Participant who has successfully completed the course will be awarded a diploma issued by the 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.

The Asia-Pacific Institute of Business was established two years ago, with the aim to develop human resources for the business community in Hong Kong. During these two years, 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.

Application forms and further information on the programmes will be available at the following venues starting from May 9:-

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 Building

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

The Asia-Pacific Institute of Business
Room 426, K K Leung Building
The Chinese University of Hong Kong
Shatin, NT

All applications must be submitted on or before June 12, 1992. For enquiries, please contact Miss Lau of the Asia-Pacific Institute of Business at 6035119.