

新聞稿 PRESS RELEASE

TO NEWS EDITOR
FOR IMMEDIATE RELEASE

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DIPLOMA PROGRAMME TO THROW LIGHT ON EFFECTIVE BUSINESS COMMUNICATION

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 subordinates, superiors, customers and the public. Moreover, the ability to communicate always stands out as the top criterion for moving up in any business organization.

The "Diploma Programme 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 the programme are : 1. *to understand communication principles*; 2. *to apply communication principles in a variety of contexts*; 3. *to enhance personal and professional communicative competence*.

The programme beginning on 15 January, 1994, will be conducted by experienced teachers from various departments of the Chinese University. Classes will meet every Saturday from 2:30pm to 6:30pm 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, 2:00pm to 8:00pm)
- (2) 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 (\$2.0) and self-addressed envelope (9" x 13").

Diploma Programme in Business Communication
Asia-Pacific Institute of Business
Room 426
K K Leung Building
The Chinese University of Hong Kong
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All applications must be submitted on or before 30 October, 1993. For enquiries, please call the Asia-Pacific Institute of Business at 6035119.

For press enquiries, please contact Ms Annie Lam at 6097267 or Mrs Shirley Kwok at 6097294 of the University's Information and Public Relations Office.