

# 新聞稿 PRESS RELEASE

TO NEWS EDITOR  
FOR IMMEDIATE RELEASE

AUGUST 31, 1993

## Diploma Course in Smaller Company Management (1994-95)

The Chinese University of Hong Kong announces that applications are invited for the Diploma Course in Smaller Company Management 1994-95 jointly organized by the Faculty of Business Administration and Asia-Pacific Institute of Business (APIB) of the University.

The one-year course is designed for owner-managers, management personnel and potential business owners, with the aim to provide training in conceptual analysis, skills in decisions making, leadership, and communications for more efficient management. Case analysis and computer aided instruction will also be used in teaching.

The course is run in collaboration with the Association of Business Executives (ABE) in the United Kingdom. Diploma holders of this programme are qualified for exemption from the ABE certificate examinations, and eligible to sit for the ABE's diploma examinations to become associate members of the Association.

The course will begin on 13 January, 1994. Classes will meet once a week, mostly on Thursday, from 6:30 pm to 9:30 pm. In certain months, classes will meet on Tuesdays and Thursdays, at the Hong Kong Council of Social Service, 15 Hennessy Road, Wanchai, Hong Kong. Application laboratory and audio-visual learning will be conducted on Saturday afternoons at the University. The course will be lectured by the staff members of the University's Business Administration Faculty and experienced professionals in the business community.

Applicants should have obtained at least Form 5 level of education, and be proficient in both Chinese and English. They should also be business owners, business executives or in related positions with relevant working experience.

Application forms and brochures of the course will be available at the following venues starting from 1 September, 1993.

- (1) MBA Town Centre, The Chinese University of Hong Kong  
Room 308, East Ocean Centre, Tsim Sha Tsui East, Kln  
(Office Hour: Mon - Fri, 2 pm to 8 pm)
- (2) Swindon Book Co Ltd  
13-15 Lock Road, Tsim Sha Tsui, Kln
- (3) Hong Kong Book Centre Ltd  
Basement, On Lok Yuen Building, 25 Des Voeux Road C, HK
- (4) The Commercial Press Book Centre  
19, Yee Wo Street, Causeway Bay, HK

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- (5) The Commercial Press Mongkok Branch  
608 Nathan Road, Kln
- (6) Caves Book Hong Kong Co Ltd  
G/F, 4B, Ferry Street, Yaumatei, Kln

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 Course in Smaller Company Management  
Asia-Pacific Institute of Business  
Room 426, K K Leung Building  
The Chinese University of Hong Kong  
Shatin, NT, HK

All applications must be submitted on or before 30 October, 1993.  
For enquiries, please call the Asia-Pacific Institute of Business at 603 5119.