



新聞稿 PRESS RELEASE

香港中文大學工商管理學院將由四月廿三日起為美國匹茲堡大學約三十位工商管理碩士課程學生及教師舉辦為期一週之管理課程。該課程將於中大工商管理碩士課程市區課程中心舉行（尖沙咀東海中心三〇八室），旨在使美國商業行政人員認識亞太區之貿易機會及有關障礙，重點介紹亞太區金融、市場及管理的運作以及西方商業機構在該區特別是中國及香港所受到的文化衝擊。

該課程包括講座，小組討論及實地參觀，由中大教師及本港商界人士聯合主持，本港學者及商業行政人員將藉此機會與匹茲堡同行交流商業經驗。課程並安排參加者參觀設於蛇口之匹茲堡玻璃工廠，實地觀察一間美國公司在中國的生產活動。上述管理課程特別為美國商業行政人員而設，是中大提供之國際行政人員訓練計劃的一部份。

有關詳情可向該課程統籌 Dr Charles Steilen 查詢（電話：0-6952770 或 3-7225808）。

附件：課程內容及時間表

一九八九年四月二十日

The Chinese University of Hong Kong's Faculty of Business Administration will provide a one week management program from April 23 for some 30 Executive MBA students from the University of Pittsburgh. The program will take place at CUHK's MBA Town Centre (Unit 308, East Ocean Centre, Tsimshatsui East) and is intended to familiarize these executives with the opportunities and obstacles of doing business within the Asia Pacific region. Emphasis will be on financial, marketing, and management practices and those cultural factors which impact on Western companies operating in Asia, particularly in China and Hong Kong.

The program, which will include a series of lectures, panel discussions, and site visitation, will be conducted by faculty staff of the University and people from the local business community. This will provide a good opportunity for local academics and business executives to share their business experiences with the Pittsburgh participants.

In addition, the participants will visit the Pittsburgh Plate Glass factory in Sekou to see for themselves the results of an American corporation's production activities in China.

The program is designed to broaden the perspectives of American executives and is part of CUHK's goal of offering educational programs in the area of international executive development.

Further information is obtainable from the program co-ordinator, Dr Charles Steilen (0-6952770 or 3-7225808).

Attachment: Schedule of the Program

April 20, 1989