



# Professional Diploma in Business 工商管理專業文憑

- ▶ One Year Part-time
- ▶ 1年兼讀制



Kaplan Business & Accountancy School is part of Kaplan, Hong Kong which is a non-profit making organisation  
楷博商業及會計學校是楷博香港附屬機構，是一間非牟利機構

School Registration No.: 585742

**KAPLAN**

**BUSINESS &  
ACCOUNTANCY SCHOOL**



## About Kaplan Business and Accountancy School 關於楷博商業及會計學校

Kaplan Business and Accountancy School is a registered non-profit making institute. We help our students in pursuing of their goals and dreams in the business world. We expound knowledge and demonstrate professional practices to nurture for their well-rounded personalities. Our Professional Diploma in Business course (PDB course) is gearing our students for future careers. Our articulation arrangements with some of the most prestigious universities in the world encourage the graduates for further progress onto the relevant higher education fields.

楷博商業及會計學校是一所註冊的非牟利學校，旨在幫助學生在商業世界追求自己的目標和夢想。透過傳遞知識，展示專業實踐，以達致培養他們全人發展的目標。我們的工商管理專業文憑課程正為學生未來的職業生涯作好準備。同時，我們與世界上享負盛名的大學之間的升學安排亦鼓勵畢業生在相關的高等教育領域取得進一步發展。



## About Birmingham City University 關於伯明翰城市大學

With around 24,000 students from 80 countries, Birmingham City University (BCU) is a large, diverse and increasingly popular place to study. They put students at the heart of everything they do, giving students the best opportunities for future success. The University has an enviable reputation for providing quality, student-focused education in a professional and friendly environment. Their superb courses, state-of-the-art facilities, first-rate staff, and focus on practical skills and professional relevance is producing some of the country's most employable graduates.

伯明翰城市大學擁有來自80個國家，共約24,000名學生，是一個大型、多元化且日益受歡迎的大學。BCU以學生為核心，為他們提供未來成功的最佳機會。大學在專業和友好的環境中提供優質、以學生為中心的教育使大學贏得了令人羨慕的聲譽。卓越的課程，先進的設施，一流的教研，以及專注於實踐技能和專業適切性，正在培育一些該國最具就業能力的畢業生。

in partnership with



## About University of Bedfordshire 關於貝德福德大學

The University of Bedfordshire is an internationally recognised award winning institution with an excellent academic and teaching reputation. It appears in the Times Higher Education World University rankings and is also ranked as one of the top 200 universities in the world under 50 years old in the Young University rankings. The University recently celebrated a Silver award in the first ever Teaching Excellence Framework (TEF) and came sixth in the UK in the People and Planet University Green League. It has high levels of student satisfaction and good graduate employment levels, rising 16 places in the last National Student Satisfaction (NSS) survey. Bedfordshire is renowned for its vibrant and cosmopolitan student population that includes more than 20,000 students from over 100 countries. It is a modern university that offers a wide range of degree courses that are tailored to meet the needs of its students, providing them with transformational opportunities through access to an excellent educational experience.

貝德福德大學憑其傑出學術和教學表現屢次獲國際獎項，不但入選《泰晤士高等教育世界大學排名》，更躋身《全球最佳年輕大學排行榜》五十年歷史以下院校前200名，成績斐然。貝德福德大學在近期《教學卓越架構》(TEF)評選中，榮獲「銀」獎。而且在《People and Planet University Green League》排名全英第六。《英國全國學生滿意度》(NSS)的近期調查顯示，在校學生十分滿意，畢業生就業情況理想，學校排名因此急升16位。貝德福德大學以充滿活力和吸引到來自一百多個國家20,000名學生就讀而聞名。現代校園設施配合多元學科，切合每位學生學習所需，以卓越學習體驗開拓未來。

# Programme Highlight 課程特色

## 01



### Earn a Degree Quicker than the Traditional Way 較傳統方法更快完成學士學位

To complete a Professional Diploma and Bachelor's Degree in just two and a half years (shown below); saving you time and money.

由修讀專業文憑至完成整個學士學位課程只需2.5年時間，用時較傳統升學階梯更短（詳見下表），學費亦相對變得更相宜。

## 02



### Diversified Business Subjects and Syllabus 提供多元化商科科目

The Professional Diploma in Business Programme consists of eight diversified subjects; enabling students to learn vast business knowledge whilst at the same time, allowing them to explore their own personal interests and select the future courses to come.

此工商管理專業文憑課程共涵蓋8個多元化的商科科目，讓學生可以在修讀同時發掘及認識自己的興趣，為將來的選修科目奠定基石。

## 03

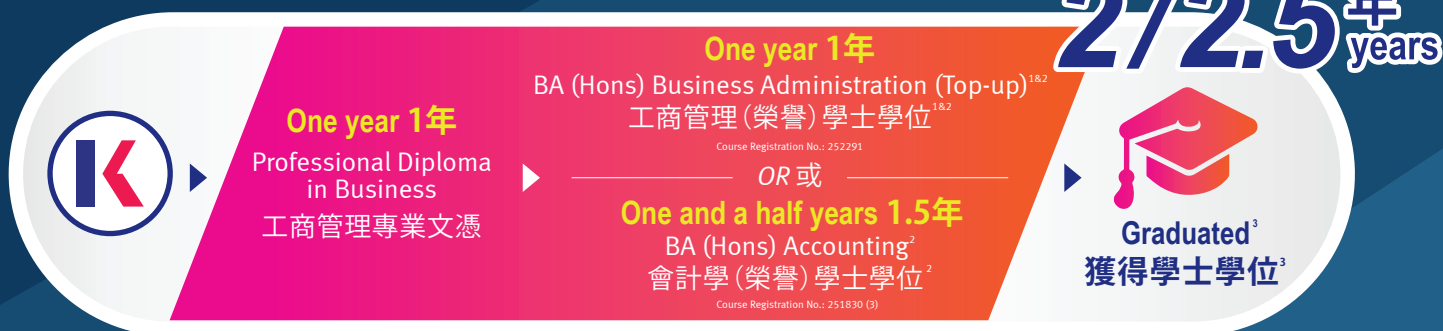


### Kaplan - Your Trusted Education Provider Kaplan 擁有超過30年辦學經驗

The Professional Diploma in Business Programme is offered by Kaplan Business and Accountancy School, which is a subsidiary of Kaplan, Inc.. Kaplan has provided educational service in Hong Kong for over 30 years. Additionally, we assist learners in achieving academic and career goals more than 30 countries. Every year, we provide training to over 1 million students; from primary and secondary school students to working adults and training professionals.

此文憑課程由楷博教育集團（楷博）的楷博商業及會計學校提供。楷博在港辦學超過30年，楷博為全球30多個國家提供優質的專業教育服務，協助學員實現教育及職場目標；每年全球培訓逾100萬位學員，由中小學至專業在職人士，培訓內容及層面廣泛。

## Kaplan Pathway 楷博升學



## Traditional Pathway 傳統升學



<sup>1</sup> Applicants must have relevant working experience(s)  
申請人須具備相關工作經驗

<sup>2</sup> The University reserves the final right of decision on the validity of the admissions offer  
大學保留取錄的最終決定權

<sup>3</sup> It is a matter of discretion for individual employers to recognise any qualification to which this course may lead  
個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格

<sup>4</sup> Applicants who do not fulfill the minimum entry requirement of higher diploma / associate degree programme  
若未能符合入讀高級文憑課程 / 副學士課程資格

<sup>5</sup> Applicants who fulfill the minimum entry requirement of higher diploma / associate degree programme  
符合入讀高級文憑課程 / 副學士課程資格

# About The Programme 關於課程

## Programme Objective 課程目的

The Professional Diploma in Business is a pathway study to be completed in 12 months. Upon completion of the course, students can join the local workforce or continue to pursue any available non-local Bachelor's Degrees from the university partners at Kaplan Higher Education.

本課程為期12個月，學生畢業後可以投身社會或升讀楷博高等教育(香港)與海外夥伴大學合作的課程獲得非本地學士學位。

## Possible Articulation Routes 升學途徑



## Programme Structure 課程結構

The Professional Diploma in Business will be delivered in a part-time mode. There are 8 modules, each of which has 42 hours of lectures. It can be completed in 12 months.

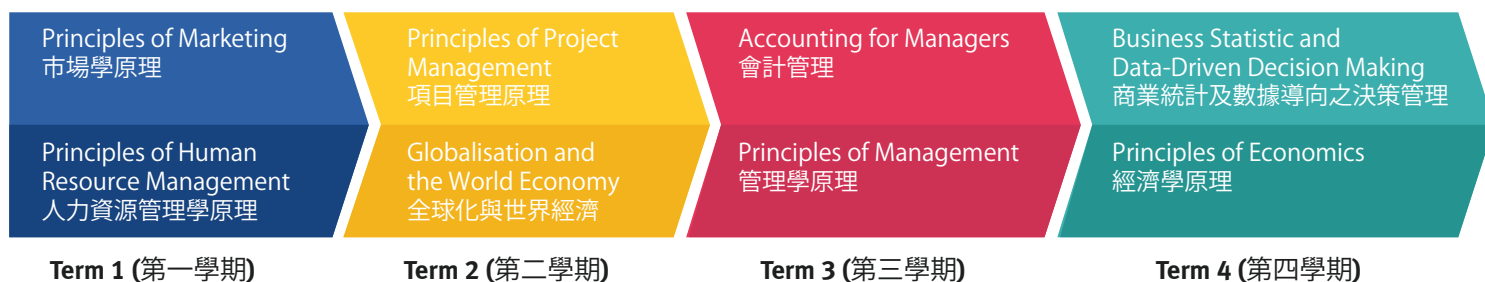
此工商管理專業文憑是一個為期12個月並以兼讀形式上課的大學銜接課程，本課程共分為4個學期，每個學期需修讀2個科目，而每個科目均要修讀42小時，一共8個科目。

## Entry Requirement 入學要求

Applicants shall fulfill any of the following requirements:  
須符合下列其中一項要求:

- Successful completion of Hong Kong Diploma of Secondary Education Examination (HKDSE) / Form 6, or 完成香港中六文憑/完成中六; 或
- Successful completion of Hong Kong Certificate of Education Examination (HKCEE) / Form 5 with at least two years of work experience, or 完成香港中學會考/中五並擁有兩年工作經驗; 或
- Graduate of new Project Yi Jin, or 完成毅進課程; 或
- Completion of a Pre-Associate Degree programme, or 完成副學士先修課程; 或
- Other equivalent qualifications recognised by the school 其他同等相關學歷

## Learning Flow Chart 學習流程圖\*



\*The chart is for reference only 此圖只供參考

## Module Outlines 科目大綱#

### Principles of Marketing 市場學原理

In this module, students will examine the application of the theory of marketing and marketing research in the planning of a marketing strategy (STDP) and marketing mix (the 4Ps) for a real product. Through this process, students will formulate a marketing plan and experience the creative journey that marketing professionals go through in their work.

### Principles of Project Management 項目管理原理

This module will focus on the project life cycle and the essence of project management body of knowledge (PMBOK) to manage projects effectively and efficiently in any industry and organisation. Examples, scenarios, discussions and case studies will enhance the program delivery and give a holistic approach in understanding the entire module.

### Accounting for Managers 會計管理

Accounting generally consists of financial and management accounting, as well as, financial management. Financial accounting explains how financial information is captured, used and reported in financial statements; management accounting concerns techniques for planning and control of business affairs; financial management examines capital appraisal techniques and their use in evaluating capital investment opportunities.

In this module, students will examine the implications of financial findings, behavioural aspects of management accounting, as well as, profit returns and cash flows on decision-making within an organisation.

### Business Statistic and Data-Driven Decision Making 商業統計及數據導向之決策管理

Businesses deal with large amounts of data to enable decisions to be made. It is important that data is collected in a valid manner and that decisions are based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the rules of probability and the fact that any decision made with incomplete information is prone to involve error. This module will introduce a variety of statistical techniques and show under which circumstances each should be used.

### Principles of Human Resource Management 人力資源管理學原理

Human resource management is a strategic function that deals with organisational talent needs that are essential for success. Along with operations, marketing, financial management and administration; human resource management ranks as one of the important aspects of managing an organisation, regardless of the size and purpose.

### Globalisation and the World Economy 全球化與世界經濟

This module introduces students to international business and the issues involved in globalisation. It facilitates students' discussion of the trade and investment environment in which international business occurs and focuses on how national differences in political economy and culture influence global trade.

### Principles of Management 管理學原理

Management is the study of how organisations set in place people, structures, and processes to utilise resources efficiently and effectively to accomplish desired goals and objectives. This is particularly important as competition, globalisation, and demographic and cultural changes become more prevalent. As future managers, students need to be able to carry out the four primary functions of planning, organising, leading and controlling.

In this module, students will examine how organisations function, as well as, managers' decision-making in order to lead and motivate their teams toward achieving organisational goals in a range of industries.

### Principles of Economics 經濟學原理

In this module, students will examine various economic concepts, economic models, and other analytical tools that are useful for economic analysis and economic environment research so that they may draw conclusions about organisations' business performance and implications of policies. This skill set will be of great relevance to facilitate the development of business plans and for overcoming business challenges.



## About Kaplan 關於楷博教育

Kaplan is a leading global provider of high-quality educational services that help students achieve their educational and career goals. Kaplan is one of the world's largest diversified education companies with operations in more than 30 countries. Kaplan is also the largest and fastest-growing subsidiary of Graham Holdings Company (NYSE: GHC) in the United States.

楷博教育是國際教育機構，在全球超過30個國家，為學生提供優質的教育服務，並助他們達到持續進修及事業的目標。楷博教育亦是美國上市公司 Graham Holdings Company (NYSE: GHC) 旗下規模最大兼且業務增長最快的全資附屬機構。

## Contact Us 聯絡我們

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2/F, E-Tech Centre, 402-406 Hennessy Road, Wanchai, Hong Kong (Causeway Bay MTR Exit A)

### 學校地址:

香港灣仔軒尼詩道402-406號E-Tech中心2樓(銅鑼灣港鐵站A出口)

### Opening Hours:

Tuesday to Friday: 11:00am - 8:00pm

Saturday: 9:00am - 6:00pm

Closed on Sunday, Monday and Public Holidays

### 開放時間:

星期二至五: 11:00am - 8:00pm

星期六: 9:00am - 6:00pm

星期日、星期一及公眾假期休息

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