

Professional Diploma in Business Management

CEF Registered Course Code: 21F065421

CEF Registered Institution Code: 561

Marketing Management (12 hours)

Course Objective:

Through this course, the students should cultivate their consciousness of marketing management. Through studying theories and discussion cases, students should develop their ability to formulate and apply marketing strategies from the viewpoint of managers. Further, they should attain the basic ability to design marketing activities, work out marketing strategies, organize and allocate marketing staff, and coordinate and control marketing activities.

Course Outline

- Part 1. Overview
- Part 2. Customer Value and Satisfaction Strategies
- Part 3. Marketing Strategy Planning
- Part 4. Competitive Strategy of Marketing
- Part 5. Marketing Management Process and Marketing Plan
- Part 6. Marketing Opportunity Analysis
- Part 7. Market Division and Selection of Target Markets
- Part 8. Product Positioning and Differentiation
- Part 9. Product Life Cycle and New Product Development
- Part 10. Decisions on Prices
- Part 11. Marketing Channel Management
- Part 12. Communication and Promotion Combination

Strategic Management (12 hours)

Course Objective

The objective of this program is to provide a knowledge framework integrating various management knowledge and skills for substantial decision-making for the students who take all other courses covered by the training program.

Course Outline

- Part 1. Introduction of Strategic Management
- Part 2. Strategic Management and Strategic Competitiveness
 - The External Environment: Opportunities, Threats, Industry Competition and Competitor Analysis
- Part 3. The Internal Environment; Resources, Capabilities and Core Competencies
 - Business-Level Strategies
- Part 4. Competitive Dynamics
 - Corporate-Level Strategy
- Part 5. Acquisition and Restructuring Strategies
- Part 6. Cooperative Strategy
- Part 7. Corporate Governance
- Part 8. Strategic Leadership

Human Resource Management (12 hours)

Course Objective

This course is designed in compliance with the training targets of MBA and the actual situation of local students, as well as the current status of HR management in local enterprises. It emphasizes the cultivation of comprehensive analysis and problem solving abilities. Students should learn HR management is a business activity and its final aim is to realize the targets of enterprise. Students should be capable of using the learnt knowledge and skills in solving the actual human problems encountered when seeking existence and development by organizations.

Course Outline

- Part 1. Overview
- Part 2. Job Analysis
- Part 3. HR Planning
- Part 4. Recruitment
- Part 5. Employee Training and Development
- Part 6. Manager Evaluation
- Part 7. Performance Assessment and incentive
- Part 8. Stress Management over Employees

Net Tuition Fee: HK\$12,500 (with CEF)



持續進修基金
Continuing Education Fund



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