



Advanced Diploma in Business and Administrative Management

(Incorporating Institute of Administrative Management (UK) Syllabus)

(#A6520 2008-2009 Info Sheet, Intake since 1995)

Program Highlights:

- ✓ A series of courses in 12 months to prepare for internal and/or external examinations
- ✓ May apply for external examination (Advanced Diploma) of IAM, the leading internationally recognised organisation in administrative management
- ✓ Advancement path towards various Bachelor degrees with advanced standing, entry towards Postgraduate degrees
- ✓ Develop personal, business and organisational skills through a systematic approach
- ✓ Largely based on IAM* Syllabus (*a non-profit organization promoting best practice in Management and Administration since 1915)

Structure & Courses (25 hours of tutorial per module & 18 hours for case study, each of One Month):

Autumn:	- Administration Management of Resources - Human Resource Management & Practice
Spring:	- Administrative Systems in the Organization - Strategic Issues in Administration
Summer:	- Managing Marketing (additional module required for BA (Hons) Top-up to Greenwich) - Case Study

Business and Academic English: Additional study required for award enrolee unless exempted with previous study

Commencement: Autumn (Oct), Spring (Feb) & Summer (July) <Course sequence may be adjusted.>
(Classes held on weekday evenings from 7:00 pm -10:00 pm or on Saturday from 2:00 pm – 5:00 pm)

Program Fee:

Registration Fee: HK \$200 initial application fee plus. **English Course:** Separate fee schedule will apply.

Tuition Fee: \$2,950 per monthly module for SIX modules (2 modules per term, confirmed fee schedule will be issued upon commencement and registration), each payable within 30 days prior to commencement. .

Internal Examination Fee: First attempt included and subsequent attempt is separately chargeable.

This program is a **GUIDED LEARNING PROGRAM**, which requires of 240 hours **self-learning**, plus tutorial workshops delivered by ABRS. (Approximately 25 hours of lecturing times are scheduled for each module which also will be focus on case study, selected topics reviews, examination questions review, open Q&A)

(The information contained here is for reference and is subject to change. Information about professional examination / recognition is current but may be subject to change of the appropriate institutes. Official fee and program schedule will be provided to each student upon / prior to program commencement or registration.)

External IAM Membership & Examination Fee: (Reference only, external examination entry is on private entry basis) Current student membership fee is 52 pound. The examination fees are 43 pound for each paper, and 50 pound for case study, plus appropriate examination centre administration fee to be set by local examination centre (Fee is subject to annual increment by IAM. Membership fee is payable separately upon course commencement, and examination fee is payable together with examination entry form prior to deadline specified by IAM).

Admission Requirement:

- a) A recognized university degree or equivalent in ANY disciplines
- b) Higher Diploma or equivalent in non-business fields with 3 years appropriate work experience
- c) Poly/IVE/College Certificate, Diploma, Higher Certificate or Associate Degree (in related field)
- d) Managerial/Supervisory/Experience Entry: *Candidates aged over 25 years old and with over 4 years managerial / supervisory / business experience plus F5+ education background may be admitted subject to approval

English Proficiency: Those without a GCE O level / HKCEE E (syllabus B) English or equivalent * is required to take an acceptable test or English course for internal award. Courses may be arranged subject to further announcement (* Exception: Those without HKCEE pass but holding a Diploma or above delivered and assessed in English and have undergone a further course of study in English, or HD/Degree in any fields delivered and assessed in English could be exempted).

Exemption: Those who have already passed some papers of the IAM Advanced Diploma, or other acceptable equivalent programs may apply for exemption. You will be eligible to partial course fee waiver upon acceptance of your exemption. Maximum exemption is up to 3 modules for ABRs award, an exemption fee is payable.

Professional Qualification, Examination & Recognition:

Institute of Administrative Management, UK: IAM Advanced Diploma in Administrative Management will be awarded to those who have successfully entered the examination and passed FOUR core subjects and ONE case study in IAM examinations (The information is current but may be subject to the change of the appropriate institutes at their own discretion).

Examinations, Award: Successful completion of the program and internal assessment (with all passes in examinations and assignments) will lead to **Advanced Diploma award** from ABRs. The internal examination is normally held once at the end of each module or term.

Advancement: Successful completion of the program with IAM Professional Qualifications is currently eligible to apply for a number of UK Universities advanced standing entry (2nd or 3rd year level) or direct entry to University of Greenwich BA Programme at ABRs (all university admission / exemption requirement may change over time). Entry to some MBA / M.Sc. programmes is also available after completion of this course.

Course Provider: The courses are operated solely by ABRs Management and Technology Centre. Entry to external examinations / exemption / membership is by individual candidate's private arrangement and may be subject to change)

External Quality Assurance: This course is externally moderated by a senior UK University academic

Application Deadline: Normally, 7 days before each module commencement (Acceptance is based on professional experience, education, and individual assessment. Seats are limited and you should enrol as early as possible to secure your acceptance.) Late applicants are accepted subject to special assessment and special processing fee of HK\$80.

Important Disclaimer: *We try to ensure all information stated is correct at the time of publication. However, all information stated may be subject to change of ABRs and all institutes concerned. Any advancement path indicated is "for reference only" and is subject to course availability, approval and regulation update of the concerned institute. It is the discretion of individual employers to recognize any qualifications to which the courses may lead to. Information about external institutes is for reference and is subject to change at their entire discretion and without our liability.*

ABRS does not guarantee any external awards, examinations, fees, or program completion advancement path / recognition. ABRs and/or other external institute reserves the final right for any schedule, lecture, administration, syllabus, examination or admission regulation update if necessary.

General Information / Remarks:

- . Fee includes tuition fee and course notes only. Other expenses such as books, external IMIS examination / award fees etc. are not included. Fee paid are not refundable except for conditions specified on the application form, however you may apply the fee (except registration fee) to other ABRS courses within 12 months if you are not able to attend the course you enrol due to unforeseen circumstances.
- . Refund Condition - Should any module / part of a module be cancelled due to unforeseen circumstances, the fee paid less the prorated fee of individual module / sessions attended will be refunded. Prorated partial refund may be applied for schedule change made (after commencement) and a student has to discontinue his study due to the change
- . Fees must be paid in advance and no later than the specified deadline. A late administration fee is payable for late payment. Re-registration fee will apply if subsequent instalments are not paid by due date.
- . ABRS reserves the right to change the course content, timetable, location and fee of the course if necessary. Enrolled candidates will be notified by mail, fax, telephone, or in-class announcement or poster on the class venue. You should, if in doubt, contact ABRS to check for updated course information and timetable.
- . While ABRS will provide all necessary assistance and pre-registration assessment to help the enrollee apply for the external examination/exemption, it is the enrollee's sole responsibility to assure that they meet all prerequisites and comply with all enrolment procedures and deadline/regulations.
- . Exemption and advancement information is subject to final approval and variation / change of concerned institutions.
- . Enrollee should attend the class according to the timetable. No separate notice will be issued.

****We do NOT authorize any of staff to enter into verbal or email agreement of significance with any parties. All agreement of significance should be signed in writing by Program Director or Institute Head with name, signature and stamp. **No cash transaction is permitted outside our official enrolment office******

Administrative Systems in the Organisation

This unit is to provide a framework and tools for applying the systems approach to managing systems as an integrative activity and addressing dynamic organisational issues, including those involving complex problems characterised by uncertainty.

- Problem solving analysis
- Designing effective systems
- Performance improvement and monitoring
- Systems approaches and models

Strategic Issues in Administration

This unit is to consider administration in its wider business and environmental context. It introduces students to some of the key concepts of higher-level business discourses, and develops student awareness of the contemporary issues that are essential to successful professional development.

- The Organisational environment
- Introduction to strategic thinking
- The Customer-focused organisation
- Managing change and culture

Administrative Management of Resources

This unit is to develop knowledge and understanding of the key principles involved in managing organisational resources and to provide an appreciation of the tools and techniques associated with managing finance, projects and facilities.

- Managing projects
- Managing financial resources
- Managing expenditure
- Managing facilities

Human Resources Management and Practice

This unit is to develop knowledge and understanding of the theory and practice of managing human resources in the organisation. The unit also aims to develop skills that will enable managers to help individuals set and achieve realistic goals and objectives and improve bottom line organisation performance.

- HRM in context and practice
- Leading and motivating teams
- Role of HR development
- Performance and Reward

Managing Marketing (additional modules for Greenwich BABA)

This unit is to investigate what marketing is about, it is much more than just learning about “what marketing people do”. Candidates will be focus on more practical purpose of marketing management. It is aims to develop in candidates a broad-based understanding of the marketing behaviour of organizations. Candidates will have the opportunity to understand the most useful techniques of marketing management.

- Marketing Concept
- Marketing Planning
- Applying Marketing Thinking
- Managing Public Relations

Case Study

This unit is aim for student to:

1. Applying analytical skill in recognising and specifying objective and critically appraising information given, so as to arrive at practical and reasonable evaluation of the problem.
2. Employ creativity, together with the ability to apply knowledge and experience, to develop a number of workable solutions, which need to meet economic, social and technical demands.
3. Use judgement to select the best solution in the circumstances and support this choice by arguments using the appropriate facts and figures.
4. Demonstrate an understanding of the subjects areas covered in the syllabus and in particular the inter-relationship of the subject areas.
5. Communicate ideas in the most effective manner using diagrams and charts, in addition with written words.

Teaching and Academics Quality Management:

Mr. Ritchie Poon, HD, Grad ECUK (IEE), MBA, MSc – Business Studies Head and Programme Director

Dr. Joseph Ho, BA, MA, Ph.D ACIS, MCIPS, FCEA – Academic Leader (Specialization: MIS, Research, Administrative System)

Mr. S Li, Hons Dip, MComm, CMCIM – (Specialization: Marketing, International Business, Strategy)

Ms. I Kwok, BA, MBA – (Finance, HRM, Management)


Dr. SS Ho, HD, BSc, MSc, DBA, C.Eng – (MIS, Project Management, Business Modelling)

Dr. Mike Leung, BA, MSc, DBA – (Case Analysis, Research, HRM)

Mr. John Ko, BA, MBA – (Marketing)

Business School External Quality Adviser – Dr. J M Foster (BA, MA, Ph.D), Former Associate Head of Business School of City University Hong Kong and Retired Associate Dean / Emeritus Fellow of Kingston University Business School (UK).

(For reference only - Individual module lecturer may be subject to change)

Enquiries  Tel: 2598 4811 or Email to: info@abrs.net
**** Demand for this program is high, please enrol early to secure your seat! ****