



Application Form

Postgraduate Diploma for Executives Programmes

在职高管研究生文凭课程申请表

I. Application for Enrolment 报读课程

Please select one of the following Postgraduate Diploma for Senior Executives Programmes you wish to apply for. 请选择想要报读的香港大学中国商业学院在职高管研究生文凭课程。

文化创意产业管理 Culture and Creativity Management (CCM)

医疗健康产业管理 Healthcare Management (HCM)

上市融资与资本市场 Public Financing and Capital Market (PFCM)

企业扩张与风险管理 Enterprise Expansion and Risk Management (EERM)

创新营销与敏捷组织 Innovative Marketing and Agile Organisation (IMAO)

II. Personal Information 个人资料

Title 称谓

☐ Mr. 先生 / ☐ Miss. 小姐 / ☐ Ms. 女士

Name in Chinese 中文姓名

Name in Pinyin or English

汉语拼音

(Please note that the name must be identical to the name on Identity Card or passport 名字须与身份证或护照上的名字相同)

Date of birth 出生年月

Year Month Day
年 月 日

ID no. 身份证号码

Passport no. 护照号码

EEP no.

港澳通行证号码

Photo 照片

HKU student no. (if applicable) 学生证号码 (如适用)

Correspondence address

通信地址

Mobile number 手机号码

Email 电子信箱

Wechat 微信

Office telephone

办公室电话

Emergency Contact Person 紧急联系人

Name 姓名

(☐ Mr. 先生/ ☐ Miss. 小姐/ ☐ Ms. 女士)

Contact telephone 电话/手机

Relationship 与申请者关系

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III. Working Experience 工作背景

Company / Institution 工作单位

Please attach the organisation chart of your company/ institution. 请附上单位组织架构图

If the company/ institution where you are working is a subsidiary, division, or affiliate, please indicate the name of headquarters. 若工作单位为分公司、分部、附属机构，请提供母公司的名称。

Position / Title 现任职务

Years of service 担任此职务时间

No. of employees in the company/ institution 单位员工人数

No. of employees under your supervision 您下属员工人数

Your immediate supervisor (position) 直属上司（职位）

Total annual income last year (RMB) 过去一年个人总收入（人民币）

☐ ¥0 - ¥500,000

☐ ¥500,001 – ¥1,000,000

☐ ¥1,000,001 – ¥3,000,000

☐ ¥3,000,001 or above 或以上

Total asset of the company/ institution (RMB) 机构总资产（人民币）

Annual sales (last fiscal year) (RMB) 上一财政年度年度销售额（人民币）

Annual net income (last fiscal year) (RMB) 上一财政年度年度净利润（人民币）

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Please indicate the business nature of your company/ institution 请选择您所在单位的性质

- ☐ Governmental department 政府部门
- ☐ State-owned enterprise 国有企业
- ☐ Private enterprise 私营企业
- ☐ Foreign invested enterprise 外资企业

(Please specify country/origin 请注明外方所属国家/地区) _____

☐ Others 其他 (Please specify 请详细列明) _____

Employment History 工作经历

Please list in **reverse chronological order** your full-time employment history (i.e. current job first).

Attach additional pages if necessary. 请按照先近后远的顺序依次填写您的工作经历（即现时工作置顶）。如有需要，请用附加纸。

Company 工作单位	Position/Title 职务	From-to (Year/ Month) 起止时间（年/月）
		至(to)
		至(to)
		至(to)
		至(to)
		至(to)
		至(to)

English Language Proficiency 英语能力

(Please select the appropriate boxes 请在方格中勾选)

Level 级别	Proficient 熟练	Fluent 流利	Average 普通	Below average 差
Reading 阅读				
Written 书写				
Listening 听力				
Spoken 口语				

Other languages spoken 其他外语 _____

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Levels of Management Knowledge 管理知识水平

Please assess your levels of management knowledge in the following areas. The information provided will be used to form study groups. Please select the appropriate boxes. 请就以下方面评价您的能力。此资料将用于录取后编排学习小组之用。请在方格中勾选。

	High 高	Medium 中	Low 低
Accounting 会计			
Production 生产			
Marketing 营销			
Organisational Behaviour 组织行为学			
Finance 财务金融			
Quantitative Skills 定量计算			
Human Resources 人力资源			
Managerial Economics 管理经济学			
Operations 运营管理			
General Management 一般管理			

IV. Education Qualification 教育背景

Please list in reverse chronological order (i.e. please list your latest degree first). 请按照先近后远的顺序依次填写您的学历 (从最近学历开始)

Institution 院校	Major 专业	Qualification 学历	From-to (Year/Month) 起止时间 (年/月)
			至(to)
			至(to)
			至(to)

V. Personal Statement 个人陈述

Please attach additional pages if necessary. 如有需要, 请用附加纸。

1. What is/are your reason(s) for applying for the Postgraduate Diploma programmes for senior executives in HKU Institute for China Business (HKU ICB)? What do you expect to accomplish through the programme?

您申请修读香港大学中国商业学院在职高管研究生文凭课程的原因是什么? 您希望通过此次学习达到什么目的?

2. What do you consider are your most significant strengths? Please describe an example which demonstrates your strengths.

您认为自身最突出的优点是什么? 请举一个事例来说明。

3. What achievements have you accomplished in your current or previous employment? Please describe with an example.

您在目前及过往所从事的工作中取得过什么成就? 请举一个事例来说明。

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4. What is your biggest challenge at work? How would you handle and solve it?

您目前工作中遇到最大的挑战是什么？您会如何解决？

5. If you are admitted to the programme, how will you contribute to the class?

如您有机会成为香港大学中国商业学院在职高管研究生文凭课程的学员，您将如何为班级做出贡献？

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I. Have you applied for ICB programmes in the past three years 你是否曾在过去三年报读过学院其它课程？

☐ Yes 有 (Programme Name and Class 课程名称及班别: _____)

☐ No 没有

II. How did you learn about the HKU ICB Senior Executives Programme? (You can choose more than one) 您如何得知香港大学中国商业学院在职高管研究生文凭课程? (可选择多项)

1. Referral 他人介绍 (☐ Friends 朋友 / ☐ Colleagues 同事 / ☐ Family members 家人)

Name of referee 介绍人姓名: _____

Relationship of referee 介绍人与香港大学中国商业学院的关系 (please choose 请选择):

☐ Alumni 校友 / ☐ Staff 职员 / ☐ Students 学员

☐ Others 其他 (Please specify 请注明) _____

2. Media 媒介

☐ Advertisements 广告

☐ Newspapers 报纸 (Please specify 请注明) _____

☐ Magazines 杂志 (Please specify 请注明) _____

☐ EDM 电邮推广

☐ DM 直邮推广

☐ Others 其他 (Please specify 请注明) _____

3. Press release 新闻稿

4. Seminar/Activity held by HKU ICB 学院举办的论坛/活动

(Please specify 请注明) _____

Date and location attended 出席日期和地点 _____

5. Programme website 课程网站

6. Others 其他 (Please specify 请注明) _____

Statement on Collection of Personal Data 收集个人信息声明

1. It is necessary for applicants to supply your personal data and to provide all the information requested in the application documents, as otherwise HKU ICB may be unable to process and consider your applications.

申请人必须提供其个人资料及课程申请所需资料, 否则香港大学中国商业学院(下称“学院”)将不能有效处理其申请。

2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and

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contacts, research, statistical and marketing purposes. The data will be solely handled by HKU ICB staff but may be transferred to an authorised third party providing services to HKU ICB in relation to the above purposes and prescribed purposes as allowed by the law from time to time.

在法律许可情况下，个人资料将会作入学申请、注册、有关学术及行政通讯、校友事务及联络、研究、统计、市场分析及推广等用途。只有本学院职员才能处理有关资料，但亦可能会转移到为学院提供有关服务的委托人处理。

3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 4, then your contact details and opt-in consent would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU ICB staff or by staff of an authorised third party providing services to HKU ICB in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential. Personal data collected arising from any payment for this application may be retained as statutorily required and for processing refund, if necessary.

完成报名程序及课程注册后，申请人如不获取录，其个人资料将会被销毁（如申请人于以下第 4 项表明愿意接收学院的推广讯息，申请人的联络资料及同意接收学院推广讯息的记录将保留作此等用途），获取录者的个人资料将会被留作学生记录，只有学院职员或为学院提供有关服务的委托人才能处理有关档案，而 阁下提供的所有个人资料将绝对保密。报名付款时所收集的个人资料，则循法例规定留作相关用途，以及退款处理之用（如需要）。

Use of Personal Data related to Direct Marketing 个人资料用作学院相关推广

4. From time to time, HKU ICB will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses. This will also include seminars and events, discounts and offers as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives. Occasionally information from the University and fellow HKU subsidiaries may also be sent. Various communication channels will be employed such as direct-mail, email, mobile phone and other forms of social media, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to HKU ICB at any time.

申请人提供的个人资料（包括姓名、联络方法及其他资料，如曾报读的课程、毕业年份等）将用作与学院沟通渠道，学院将透过信件、电子邮件、流动电话和其他社交媒体等为申请人、学员和校友送上学院的最新课程资料及推广讯息，这些信息亦将包括学院讲座及活动、折扣优惠、校友会活动、校友会会员尊享优惠、校友联谊及筹款活动等，当中亦可能包括香港大学或其附属机构的不定期信息。阁下可随时

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以书面或电邮方式向学院申明是否愿意继续接收有关信息。

If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box. ☐

如不欲收到任何透过上述渠道发出的信息，包括折扣优惠，请在方格内打勾。 ☐

5. Under the provisions of the Personal Data (Privacy) Ordinance of the HKSAR, applicants have the right to request HKU ICB to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access to information should be addressed to the Data Protection Officer, HKU. For details on the University's policy on personal data (privacy), please refer to Website (https://hku.hk/about/policies_reports/privacy_policy.html).

根据香港个人资料（私隐）条例，申请人有权知悉学院有否保留其个人资料，同时亦可查阅、索取及更改其个人资料。申请人如欲查阅其个人信息，请填写指定表格并交回香港大学个人资料私隐主任。大学将会酌情收取行政费用。如欲了解学院私隐政策的详情，请参阅网页 (https://hku.hk/about/policies_reports/privacy_policy.html)。

6. HKU ICB, being part of the University of Hong Kong, the Personal Information Collection Statement (PICS) of the University also applies and can be accessed from <http://www.aal.hku.hk/admissions/documents/pics.pdf>.

本学院作为香港大学的一部分，大学的收集个人资料声明亦适用于本学院，详情请参阅 <http://www.aal.hku.hk/admissions/documents/pics.pdf> (只提供英文版本)。

Declaration 声明

- I. I declare that all information I have given voluntarily in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
本人声明本报名表格及附件填写的资料，是本人自愿提供，依本人所知均属准确，并无遗漏。
- II. I authorise HKU ICB to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
本人授权学院向相关机构查阅有关本人申请表中所列出的学历和工作履历。
- III. I consent to my personal data being transferred outside of Mainland China for the purposes stated on this form.
本人同意向境外提供个人信息用作表格所列明的目的。
- IV. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of HKU ICB.
本人同意如获录取，注册入学后将遵守大学及学院的规例。

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Withdrawal and Refund 退学退费规定	
Timeline of Application for Withdrawal 退学申请时间点	Tuition Fee Refund Arrangement 学费退费安排
Up to 30 days before the Inauguration Ceremony cum Residential Workshop 开学典礼暨工作坊举行前30天或以上	Full refund of total tuition fee 退还全部学费
Within 30 days before the Inauguration Ceremony cum Residential Workshop 开学典礼暨工作坊举行前30天内	An administration fee of 10% of the total tuition fee will be deducted. The remaining 90% of the tuition fee will be eligible for refund. 扣除全部学费的10%后，其余学费退还学员
From the date of the Inauguration Ceremony cum Residential Workshop 开学典礼暨工作坊当天起	No refund, except for course cancellation due to insufficient enrolment 不会获任何退费 (除因报名人数不足而取消外)

Signature 签字 _____ Date 日期 _____



Recommendation Letter I 推荐信一

To be completed by the Chief Executive of the applicant's organisation (If you are the Chief Executive, this letter should be completed by another recommender in the same industry with senior academic or professional title in other organisations.)

此信请由申请人所在的机构直属上级填写。(如您已经是所在机构的最高负责人, 请由另一位行业内具有高级职称的推荐人填写。)

To the applicant 致申请人:

Please fill in your name and send this form and the "Recommendation" envelope to your recommender. 请填写您的姓名, 并将此表格及「推荐信」信封交给您的推荐人。

Name 姓名 ☐ Mr. 先生/ ☐ Miss. 小姐/ ☐ Ms. 女士

To the referee 致推荐人:

The person whose name appears above has applied for admission to the HKU ICB Senior Executives Programme. Please answer the questions below as specific and candid as possible, particularly noting maturity, purposefulness, and initiative of the applicant. When completed, please place the recommendation letter in the "Recommendation" envelope, sign your name across the seal, and return it to the applicant. Your comments will not be disclosed to the applicant and will be available only to those involved in our admission process. Your signature across the seal of the envelope supplied ensures that the letter is confidential.

上述申请人申请攻读香港大学中国商业学院在职高管研究生课程。请就以下问题, 尤其是申请人的成熟程度、决断力、进取度等做出明确公正的评价。完成后请您将推荐信放入所附的「推荐信」信封内, 并在信封封口处签名, 并交还申请人。您的意见将只用于录取过程, 不会向申请人披露。您在封口处的签名将保证此信的保密性。

Name of referee 推荐人姓名

Title of referee 推荐人称谓 ☐ Mr. 先生/ ☐ Miss. 小姐/ ☐ Ms. 女士

Highest degree 最高学历 Institution 院校

Position/Title 职务

Name of organisation 机构名称

Contact telephone 联系电话

Email address 电邮地址

Address 地址



Recommendation Letter I 推荐信一

Your comments will be very important for our decision making in the admission process.
您的评价对于我们的录取决定非常重要。

1. How long have you known the applicant?

您与申请人认识多久?

_____ Years 年

2. What were the circumstances in which you have known the applicant?

您是在什么情况下与申请人认识?

3. What do you consider the applicant's most outstanding talents or characteristics?

您认为申请人有哪些出众之处?

4. What would you consider are the applicant's key weaknesses or areas for improvement?

申请人有哪些方面需要提升?



Recommendation Letter I 推荐信一

5. How will the HKU ICB Senior Executives Programmes help the applicant realise his or her goals?
您认为香港大学中国商业学院的在职高管研究生文凭课程如何帮助申请人实现其目标?

6. Please comment on the applicant's characteristics in the following areas:
请就以下方面评价申请人:

	Excellent 优				Average 中				Poor 差	
Self-awareness 自我认知	10	9	8	7	6	5	4	3	2	1
Self-control 自控能力	10	9	8	7	6	5	4	3	2	1
Motivation 主动性	10	9	8	7	6	5	4	3	2	1
Analytical skills 分析技巧	10	9	8	7	6	5	4	3	2	1
Social skills 社交技巧	10	9	8	7	6	5	4	3	2	1
Communication skills 沟通技巧	10	9	8	7	6	5	4	3	2	1

7. The Admissions Committee would appreciate any additional statement you may wish to make concerning the applicant's capacity for studying HKU ICB Senior Executives Programme.
如果您对申请人攻读香港大学中国商业学院在职高管研究生课程的能力有任何补充, 欢迎您做进一步的说明。



Recommendation Letter I 推荐信一

8. 本人 ☐ strongly recommend 极力推荐
☐ recommend 推荐
☐ recommend with some reservations 有保留地推荐
☐ do not recommend 不推荐

this applicant to be admitted to the HKU ICB Senior Executives Programme.

香港大学中国商业学院录取此申请人。

Signature of the referee 推荐人签名

Date 日期

Please attach your business card here.
请附上名片



HKU ICB

Institute for China Business

香港大學中國商業學院

Recommendation Letter II 推荐信二

To be completed by the Sponsoring Organisation 此信请由申请者所在机构填写

Name of Applicant 申请人姓名 _____

Title 称谓 ☐ Mr. 先生/ ☐ Miss. 小姐/ ☐ Ms. 女士

Name of organisation 机构名称 _____

Position/Title 职务 _____

Proposed year of entrance 申请报读年份 _____

I have read the brochure that describes the HKU ICB Senior Executives Programme and wish to verify that our organisation agrees to provide the time away from work as described in your brochure and support the applicant's study. This applicant is a valued employee and we are pleased to provide this support.

本人已经详细阅读香港大学中国商业学院的所有课程资料，现声明本机构同意根据课程要求适当安排假期并支持申请人学习。此申请人是本机构优秀的员工，我们非常乐意推荐并支持他参与此课程。

Name of authorised person 授权代表姓名 _____

Telephone 电话 _____

Sponsoring organisation 推荐机构 (盖章) _____

Date 日期 _____