



Member of VTC Group
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Professional Diploma in Business Management (PDBM)

Objectives:

This programme offers a flexible part-time learning route to students who are working in, or intending to enter into financial, marketing and other business services industries. The programme enables the students to acquire both theoretical and practical knowledge in the business management topics in order to:

- enhance their professional and academic knowledge;
- advance to bachelor degree programmes; and
- achieve life-long learning.

Features:

- **Education for All:** mature candidates, aged 23 or above with at least 3 years' relevant full-time working experience are welcome to apply
- **Provides Pathway to Honours Bachelor Degree:** graduates are eligible to enter the final year of the Bachelor of Business Administration (Hons)* co-offered by Coventry University and SHAPE
- **Part-time Evening Delivery:** modules delivered after office hours
- **Flexible Modular Structure:** 8 modules of 30 lecture hours each. Students are free to choose the modules taken each intake
- **Comprehensive Delivery:** all classes are taught by well-experienced practicing professionals

*All candidates must be able to demonstrate competence in English Language equivalent to an HKCEE pass in English Language (Grade E) or Level 2 in HKDSE English Language and have 3 years of relevant full-time working experience and complete certain elective module in the program.

Admission Requirements:

- Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language with 3 or more years' relevant full-time working experience; OR
- Five HKCEE subjects at Grade E / Level 2 or above, including English Language# and Chinese Language with 3 or more years' relevant full-time working experience; OR
- Equivalent; OR
- Mature applicants i.e., those aged 23 or above, with 3 or more years of relevant full-time working experience, may also be accepted subject to a satisfactory admission interview.

#HKCEE English Language taken in 2006 or before should be at Grade E or above (Syllabus B) / Grade C or above (Syllabus A)

Mode of Study:

- (1) Face-to-face tutorial 30 hours
- (2) Examination 3 hours 10 sessions for each module, 3 hours per session, total 30 hours at weekday evening or weekend afternoon.

Programme Assessment:

- (1) Two assignments (20% each)* 40 % of total grade
- (2) A 3-hour final examination# 60 % of total grade

- To be eligible to sit for the final examination, students are required to attend at least 70% of the face-to-face tutorials and be required to retake the module if his/her attendance rate is below 70%.
- The overall passing mark (assignments + final examination) of each module is 40%. Students are required to get at least 40% on both assignments and final examination in order to pass a module.
- Satisfactory completion of the programme requires the completion of all modules within 4 years.
- Students who have successfully completed all of the required modules will be awarded the Professional Diploma in Business Management.

* ⑩ PBA40006 Business Statistics Module: 1 assignment and 1 quiz in week 7 and 8 respectively

⑩ PBA40007 Contemporary Business Communication Module: One assignment weighted 30% and an oral test in week 10 weighted 20%

PBA40007 Contemporary Business Communication Module: 2-hour final examination weighted 50%



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Academic Recognition:

- Coventry University, UK (<http://www.coventry.ac.uk>) – Coventry University is a forward-looking University with a tradition as a provider of high quality education and a focus for multidisciplinary research. In the recent teaching quality assessments conducted by the Quality Assurance Agency (QAA) of UK, the teaching in Coventry University is rated in the ‘excellent’ range for a wide range of their provision. Graduates of this programme will be eligible to enter the final year of the Bachelor of Business Administration (Hons)* co-offered by the Coventry University and SHAPE. The study location is PEAK.
- * All candidates must be able to demonstrate competence in English Language equivalent to an HKCEE pass in English Language (Grade E) or Level 2 in HKDSE English Language and have 3 years of relevant full-time working experience.
Registration No. (Non-Local Higher and Professional Education (Regulation) Ordinance): 251732
It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.



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Application Procedure

1. Please submit your application either by post or by hand to the General Office of the Institute of Professional Education And Knowledge (PEAK) (of the Vocational Training Council) within the application periods stated below.
 Address : 9/F, VTC Tower, 27 Wood Road, Wan Chai, Hong Kong
 Office hours: 8:45 a.m. – 8:00 p.m. (Monday to Friday); 9:00 a.m. – 12:00 noon (Saturday)
2. Put all documents to be submitted in an envelope marked "**Application for PDBM**".
3. We need these documents from you:
 - Completed enrollment form;
 - Reference letter issued by your current employer; and
 - Copies of proof of your academic qualifications, such as transcripts and certificates.
4. Incomplete documents or lack of proof of payment required may delay or jeopardise your application.
5. Following a successful application, present the original copies of your credentials for verification at the time of registration.
6. We offer places to eligible applicants on a first-come-first-served basis.

Please pay course fees by either of these methods:

1. Attach a crossed cheque made payable to "Vocational Training Council" to the form submitted by post or in person
2. Pay by credit card, with submission of documents by fax / by post / in person
3. Pay in cash or by credit card to the General Office for a confirmed class that commences in 7 working days.

✧ Application period: lasts until it is 7 working days prior to scheduled class commencement.

✧ A 10% early-bird discount is available until **15 June 2024**

Module Codes	Module Titles	Dates (all in 2024) and Time	Fee (HK\$)
Core Modules			
PBA40005	Business Economics	Nil	
623B2	Management Theory and Practice	Jul 12, 19, 26, Every Friday Aug 2, 9, 16, 23, 30 19:00-22:00 Sep 6, 13 Exam: Sep 27	4,040
626B2	Business Organisation	Nil	
629B2	Marketing Strategy	Jul 10, 17, 24, 31 Every Wednesday Aug 7, 14, 21, 28 19:00-22:00 Sep 4, 11 Exam: Sep 25	4,040
PBA40006	Business Statistics	Jul 11, 18, 25 Every Thursday Aug 1, 8, 15, 22, 29 19:00-22:00 Sep 5, 12 Exam: Sep 26	4,040
627B2	Financial Accounting and Management Accounting	Nil	
Elective Modules			
630B2	Buying Behavior	Jul 9, 16, 23, 30 Every Tuesday Aug 6, 13, 20, 27 19:00-22:00 Sep 3, 10 Exam: Sep 24	4,040

Enquiry: Ms. Natalie Yau Tel: 2919 1515 Email: natalieycm@vtc.edu.hk

Fax: 2891 5707 Website: [商業管理專業文憑 \(PDBM\)](#)

Programme Structure:

You have to complete 8 modules - 6 core modules plus 2 elective modules – for graduation.

~~~~~ Core Modules ~~~~~		
		CEF Course Code
623B2	Management Theory and Practice *	33Z110540 ❶
626B2	Business Organisation *	33Z110540 ❶
627B2	Financial Accounting & Management Accounting *	33Z110583
629B2	Marketing Strategy *	33Z110567
PBA40005	Business Economics *	33Z13752A
PBA40006	Business Statistics *	33Z137538



~~~~~ Elective Modules ~~~~~		
622B2	Hong Kong Business Law *	33Z110591
630B2	Buying Behaviour *	33Z137562
663B2	Financial Management *	33Z137546
PBA40003	Human Resources Management **	33Z137554
PBA40007	Contemporary Business Communication *	33Z110575
PBA40008	Digital Technologies in Business Management *	33Z137511



* This module has been included in the list of reimbursable courses under the Continuing Education Fund (CEF) and its mother course (Professional Diploma in Business Management) is recognised under the Qualifications Framework (QF Level 4). To be entitled to reimbursement by the CEF, students are required to complete this module, i.e. (i) met the minimum attendance requirement of 70% AND (ii) attained at least 40% of both overall Continuous Assessment and End-of-Module Assessment marks AND (iii) attained an overall mark of 50% or above. For more information, please visit the website of CEF at <http://www.wfsfaa.gov.hk/cef>

❶ To meet the CEF reimbursement criteria for CEF course “33Z110540”, you must complete both 623B2 and 626B2.

Compulsory elective module if students want to articulate to Coventry degree programme

Professional Diploma in Business Management is recognized under the Qualifications Framework
QF Level: 4 QR Registration No.: 14/002697/L4 Validity Period: from 1 Apr 2014 to 30 Apr 2027