

# Professional Diploma in Enterprise Directorship

## 企業董事專業文憑

### Intake 12

13 November 2010 – 29 January 2011

A training programme on Corporate Governance for SMEs

一個為中小企業而設的企業管治課程

#### Programme Objectives

While busy managing the daily operations of your company, you may come across how good corporate governance can help the growth of enterprises. But what exactly is corporate governance and how can it strengthen a company's business? The Hong Kong Productivity Council and The Hong Kong Institute of Directors jointly organized "Professional Diploma in Enterprise Directorship (Intake 12)" not only covers corporate governance but also introduces the essential business skills for empowerment in your career.

#### Target Participants

- Directors and senior executives who are interested in learning how corporate governance works in and can benefit their careers, and who are eager to grasp the skills of modern management.
- Entrepreneurs and managers who intend to set up their own companies.

Enroll now to receive a complimentary copy of  
"SME Corporate Governance Toolkit - From Guidelines to Implementation".  
凡報讀此課程者，可獲贈「香港中小企業管治導引全集 — 由指引到實踐」乙本。

#### Co-Organizers

**PRODUCTIVITY**  
生產力培訓學院 Training Institute



香港董事學會  
The Hong Kong Institute of Directors

#### Supporting Organizations



Canadian Certified General  
Accountants Association  
of Hong Kong



Please circulate this leaflet to those who are interested



Hong Kong  
Productivity Council  
香港生產力促進局

## Duration, Time and Venue

Duration: 13 November 2010 – 29 January 2011 (Saturday)  
Time: 10:00 am – 1:00 pm and 2:00pm – 5:00pm  
(Twenty 3-hour sessions)  
Venue: 1/F., HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon

## Medium of Instruction

Cantonese with English terminology. Teaching materials will primarily be in English.

## Award of Professional Diploma

Participants who have successfully completed the programme with overall attendance of 75% or above, including the two mandatory modules, plus satisfactory completion of the group project, will be granted the "**Professional Diploma in Enterprise Directorship**" by the Hong Kong Productivity Council and The Hong Kong Institute of Directors.

The Professional Diploma is recognized by The Hong Kong Institute of Directors as part of its qualification for Fellow membership.

## Admission Requirements

1. Meet **ANY ONE** of the following requirements:
  - Matriculation or above, or
  - Locally recognized professional qualification, or
  - At least 3 years' working experience.
2. Be bilingual in English and Chinese

## Speakers (in alphabetical order by last name)

- **Mr. Michael Chan**, Chief Executive, C&C Advisory Services Limited
- **Ms. Eunice Chen**, Director, APex Institute Limited
- **Dr. Alice Chung**, Executive Director, EQUITY Consulting Company Limited
- **Dr. Ronald Chung**, Managing Partner, EQUITY Consulting Company Limited
- **Dr. Agatha Fraser**, Business Development Director and a Senior Research Fellow, Manchester Metropolitan University for Humanities and Social Sciences
- **Mr. Patrick Ip**, Head of Audit Division, Chiyu Banking Corporation Ltd.
- **Mr. Henry Lai**, Director, Haly Consulting Limited
- **Dr. Joe Leung**, Principal Adviser, Organisational Learning Consultancy Limited
- **Mr. Ricky Leung**, Senior Consultant, Business Management Division, Hong Kong Productivity Council
- **Mr. Philippe Tang**, Senior Consultant, Business Management Division, Hong Kong Productivity Council
- **Ms. Doris Tong**, Deputy Executive Director, Hong Kong Ethics Development Centre, ICAC
- **Dr. Carlye Tsui**, Chief Executive Officer, Hong Kong Institute of Directors

[HKPC reserves the right to change the above speakers.]

## Programme Content

Designed with reference to the Core Competencies For Directors defined by The Hong Kong Institute of Directors, this programme consists of the following modules totaling 60 hours.

### The Role of Company Directors I: Overview of Legal and Regulatory Framework (Mandatory Module)

- A summary of the development of the legal system governing companies and company directors
- The legal role and responsibility of company directors, directors versus company
- Executive director versus non-executive director, chairman versus managing director
- The regulatory system and the role of the regulators
- An overview of the Listing Rules – both the Main Board and GEM Board
- Specific focus on the obligations of the board of directors, significance of compliance with regulatory requirements
- Code on Corporate Governance Practices, corporate governance reporting

### The Role of Company Directors II: Board Practices (Mandatory Module)

- Corporate governance principles and the board's fiduciary duties
- Types of directors and their challenges
- Major forces shaping boardroom reform
- Code on Corporate Governance Practices: impact on boardroom behaviour
- The functioning of the board
- Basic functions of board committees
- Skill-sets for board members
- Evaluation of board performance

### Banking Knowledge for Directors

- Principles of loan approval
- Corporate lending: Short to medium project financing and syndicated loan
- Funds, insurance and mandatory provident fund by local banks
- Role of HKMC - Mortgage-backed securities
- Foreign exchange market
- Trade finance
- How to control money laundering in your organization?
- Case study

### Business Ethics for Directors

- What to do and what not to do
- Social responsibilities and justification of a corporation
- Anti-corruption checks and balances

### Corporate Governance for SMEs and Subsidiary Companies within a Group

- Defining corporate governance in practical business terms
- How corporate governance principles can be applied to SMEs and subsidiary companies within a group?
- Challenges and opportunities for SMEs on the road to maturity
- Board of directors as entrepreneurial Think Tank
- The role of non-executive directors in group companies
- Corporate governance and corporate culture: insights from local cases

## Crisis Management

- Operational risks
- Business risks
- Risk control system
- Security & safety system
- Risk assessment

## Fundamentals of Corporate Finance

- Assessing reliability of financial statements
- Cash flow management
- Source of Financing

## Growth Strategy for Companies

- Exploring the different routes to growth
- Why companies fail and why companies succeed
- Living corporations and living business environment
- The Black Swan
- Mapping out an Enterprise Growth Exercise

## Implementing Business Planning from Strategy to Execution

- Business planning framework
- New metrics of measuring performance
- The missing link between strategy and execution
- The strategy-based performance management
- The 7 must have questions

## Internal Control

- Defining internal control with examples
- Objectives of internal control
- How would internal control benefit your company?
- Why internal control sometimes fails?
- The internal control structure
- Small company considerations
- Listing Rule requirements
- What action needs to be taken?
- What to propose to your board?
- Management of risks
- Monitoring and internal audit
- Board level considerations

## Leadership Excellence in 21<sup>st</sup> Century

- Development of Leadership
- Essential qualities of a leader in 21<sup>st</sup> century
- How to acquire these qualities
- The impact of personality in leadership

## Mastering Globalization

- Exploring and riding global trends
- Capitalizing local competitive advantage and global intelligence
- Case studies on the success and failure of globalization
- Toolkits for enterprise directors
- Preparing enterprise directors for a global perspective and the enterprise business revolution

## New Strategic Thinking - Blue Ocean Strategy

- Enterprises Growth and Development
- Competition: Red & Blue Ocean
- Building the Successful Framework
- Hong Kong Cases
- Strategic Thinking

## Organizational Performance Assessment & Improvement

- Introduction to the World-class Quality Award Criteria - MBNQA criteria
- 11 DNAs of a performance excellence organisation
- Benefits of adopting MBNQA criteria
- Systematic approach for Organisational Diagnosis and Improvement
- Scoring system for performance measurement

## Overview of Risk Management

- Introduction to Risk and Risk Management
- Importance of Risk Management
- Principles of Risk Management
- Risk Management Process
- Responsibilities for Risk Management

## People Strategy and Human Resource (HR) Management

- Aligning HR with business strategy to maximize profitability and shareholder value
- Formulating people strategy to build the 4Cs: Competencies, Commitment, Culture, Configuration
- Putting in place the right HR policies and systems to execute your strategy
- Developing your HR function in support of the strategy
- Assessing your investment in people

## Succession Planning and Family Council for Family Business

- Stages of development of family business
- Timing is the key: when should succession planning begin
- Role of board of directors in succession planning
- Selection and development of successors: challenges and potential pitfalls
- What is a family council? Insights from local cases
- Why succession planning and family council should go hand in hand?
- Planning for the unexpected: understanding the life cycle of family business

## Programme Fee

Members of HKIoD, ACCA & other Supporting Organizations/  
Enroll on or before 27 October 2010: **HK\$10,000**  
Normal: **HK\$11,000**

## Enquiries

Tel: 2788-5327 / Email: myng@hkpc.org (Ms. Ng)  
Tel: 2788-5325 / Email: cyuen@hkpc.org (Ms. Yuen)  
Website: www.hktrainingonline.com

## Application Procedures

- Fill in the (1) enrolment form in **BLOCK LETTERS**
- Send copies of (2) H.K.I.D. card, (3) academic or professional certificates, and a (4) crossed cheque payable to "Hong Kong Productivity Council", and by mail to:  
**Ms. Ng – PTI (3702), 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon; OR**
- Submit the enrolment materials in person to:  
1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon  
(Tel: 2788-5923), and pay by cash, cheque or credit card.

## Application Deadline : 6 November 2010



## 報名表 Enrolment Form

請以正楷填寫此表格 Please complete this form in BLOCK LETTERS.



課程編號 Programme Code:	課程名稱 Programme Title:	學費 Programme Fee:
40124446	Professional Diploma in Enterprise Directorship (Intake 12)	HK\$11,000 / HK\$10,000*

\*請刪去不適用者 Please delete whichever inappropriate  
#Members of HKIoD, ACCA & other Supporting Organizations/ Enroll on or before 27 October 2010

### 甲部 (Part A) 申請者資料 Applicant Information :

中文姓名 (先生/小姐/太太/女士\*) :  
Chinese Name (Mr./Miss/Mrs./Ms\*) :

英文姓名 : 姓 名 (必須與香港身份證/護照相同)  
Name in English : last name first name (Must be the same as shown on ID card/Passport)

公司名稱 : 職位 :  
Company Name : Position :

最高教育程度 Highest Achieved Education Level (請選擇一項。Please select one only.) :

小學 Primary School  中學 Secondary School  文憑至副學位 Diploma to Associate Degree  學位 Degree  研究院或以上 Postgraduate  其它 Others \_\_\_\_\_

辦事處電話 : 手提電話 : 住宅電話 :  
Office Telephone : Mobile No. : Home Telephone :

電郵地址 : 傳真 :  
E-mail Address : Fax :

通訊地址 :  
Correspondence Address :

### 乙部 (Part B) 繳費方法 Method of Payment :

請選擇一項 Please select one only

- 現金Cash /  易辦事EPS /  信用卡Credit Card  
(親臨本局報名處辦理。Must be made in person at our enrolment counter)
- 支票號碼 Cheque No. : \_\_\_\_\_, (公司 Company / 私人 Private\*)。  
(支票請劃線, 抬頭人為「香港生產力促進局」。The cheque has to be crossed and made payable to the "Hong Kong Productivity Council.")

Is The programme fee sponsored by your employer?  
課程費用由僱主贊助?  YES 是  NO 否

### 聲明 Declaration :

本人聲明在此報名表格及隨附文件所載的資料, 依本人所知均屬完整真確。  
I declare that all information provided in this enrolment form and the attached documents are, to the best of my knowledge, accurate and complete.

本人同意如本人獲取錄入學, 本人當遵守學院的規則。  
I consent that if admitted, I will comply with all the Rules and Regulations stipulated by the Institute.

本人已細閱報名表的重要通知, 並明白所有「重要通知」內容均以本院課程單張及網頁之最後更新版本為依歸。  
I have read and understood that the "Important Note" in this enrolment form is subject to revisions in the course pamphlets and the latest updates in the Institute's website.

申請者簽名 Applicant's Signature :

日期 Date :

### 重要通知 :

- 報名表(可用影印本)必須連同學費於開課前一併繳交, 否則報名無效。
- 本局已實施個人資料(私隱)政策, 有關資料單張可於報名處索取, 或閣下可與本局個人資料管理主任查詢。
- 本局建議申請者以信用卡、易辦事或支票繳交學費。學費收據以本局機印方為有效, 支票收妥作實。
- 除非本局於課程開始前最少 5 個工作日收到申請者書面通知退學, 否則已繳學費概不退還。申請者申請退還學費需繳交手續費二百元正。
- 申請者可提名他人代替其本人出席課程, 惟事先須得本局同意。
- 香港生產力促進局保留在任何情況下及以任何原因拒絕任何入學申請的權利。申請者繳付學費後, 仍須符合入學的所有條件, 其申請方可獲得接納。
- 香港生產力促進局保留在任何情況下更改課程內容、授課地點、日期及時間的權利。
- 颱風及暴雨警告: 如課室時間是在早上(09:00-13:00)、下午(14:00-17:00)或晚間(6:30-10:00), 將在下列情況下取消: (一)八號或以上颱風訊號或黑色暴雨警告訊號在早上6:00、11:00 或下午4:00仍然懸掛; 或(二)香港天文台在早上6:00、11:00或下午4:00之後, 宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知學員補課的日期及時間。

### IMPORTANT NOTE:

- Course fee must be accompanied with this form (or photocopy) before course commence, otherwise enrolment would be rejected.
- HKPC has adopted a Personal Data (Privacy) Policy. Information about the policy is available at HKPC enrolment counters for collection. You may also contact our Personal Data Controlling Officer for further details.
- Applicants are encouraged to pay by credit cards, EPS or cheques, if possible. Amount received will be imprinted. Cheques are subject to bank clearance.
- Enrolment fee is **not refundable** unless HKPC is notified in writing of your withdrawal **at least 5 working days** before the course commences. A handling charge of HK\$200 will also be levied.
- An applicant may, subject to approval from HKPC, nominate a person to attend the course on his/her behalf.
- HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
- HKPC reserves the right to change the contents, venue and / or time as necessary.
- Classes in the morning, afternoon or evening will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning is still hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m. respectively. Participants will be notified when the class will be made up as soon as possible.