

Initiates the path to a Master Degree in Work Based Learning (Company Direction)



DIPLOMA in Company Direction

Have You Ever Learnt
From History?

The book *The World is Flat* is well sought after and well received. But the world is not flat enough and is much more turbulent in reality. In the last twelve years, several crises happened one after another: the Asian financial crises that started in 1997; SARS in 2003, and the financial tsunami in 2008.

As Chairman or CEO or board member or senior manager, entrusted with the responsibility to lead in performance and conformance, one is sometimes involved in a situation of having to make a decision in uncertainty and within a very short time. The direction to go is the key issue after the financial tsunami. The programme "Diploma in Company Direction" aims to prepare participants for the challenges ahead.

Innovative Learning
Method

This programme is designed in the Work Based Learning Approach (developed by Middlesex University, UK), which calls for the learners' experiential knowledge in studying the real problems that organisations face. Participants of this Diploma programme will benefit through examining the practical frameworks for SMEs, studying relevant cases and sharing among peers.

Programme Schedule

Duration	: 12 December 2009 to 30 January 2010
Timetable	: every Saturday 10:00am-1:00pm & 2:00pm-5:00pm
Venue	: Training Room, Unit 103, 1/F, Stanhope House, 734-738 King's Road, Quarry Bay
Total taught modules offered	: 10 class modules of 3 hours each
Class size	: A minimum of 15 participants

Enrolment

Entry requirement	: minimum 5 years working experience in senior management
Enrolment deadline	: 4 December 2009
Programme fee	: Regular - HK\$10,000 Early Bird - HK\$9,000 (Enrolment on or before 30 November 2009)

Award of Diploma
& Recognition

A "Diploma in Company Direction" is awarded upon the following:-

- Attending minimum 8 modules, including the mandatory modules (indicated by "*" in the list of Programme Contents); and
 - Completing a group project.
- A holder of the "Diploma in Company Direction" is eligible to apply for enrolment to the Master Degree Programme offered and organised by Middlesex University (UK), in collaboration with The Hong Kong Institute of Directors, leading to the award by Middlesex University of the degree of MA in Work Based Learning (Company Direction). The programme fee is HK\$85,000.

About Organisation
Learning Consultancy
Limited ("OLC")

OLC is founded by Dr Joe Leung who is also a Director of Middlesex East Asia SME Studies Centre. Dr Leung has extensive practical experience in business growth strategy, organisational change, and talent development.

During the last 10 years, Dr Leung has visited more than 100 Hong Kong enterprises and has been consulted for their development and growth potentials. Business needs arise from the opportunities and risks which dominate the business agendas in the dramatically economic turbulence, and on which the ultimate business success depends. The service streams provide clients with support and advice to accelerate their Growth Dynamics through the entire development cycle of the company.

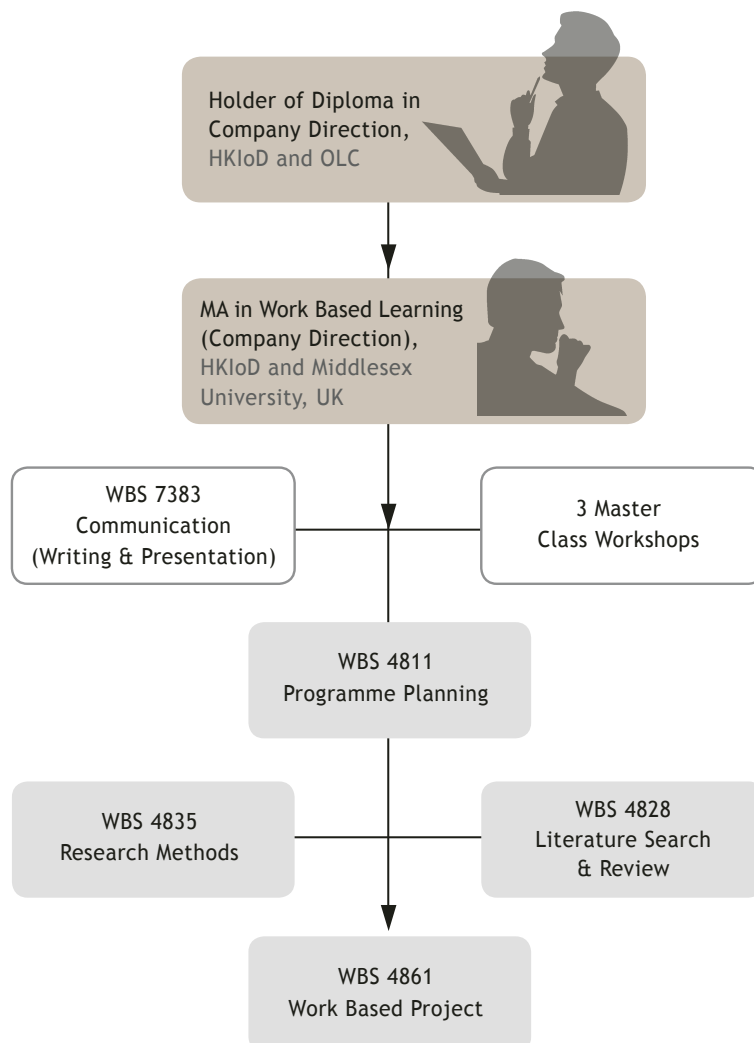
About The Hong Kong
Institute of Directors
("HKIoD")

The Hong Kong Institute of Directors is Hong Kong's premier body representing professional directors working together to promote good corporate governance and to contribute towards advancing the status of Hong Kong, both in China and internationally.

A non-profit-distributing organisation with membership consisting of directors from listed and non-listed companies, HKIoD is committed to providing directors with educational programmes and information service and establishing an influential voice in representing directors. With international perspectives and a multi-cultural environment, HKIoD conducts business in biliteracy and trilingualism. Website: <http://www.hkiod.com>.

Learning Map

from Diploma to Master Degree Programme



DIPLOMA in Company Direction

Module 1*	Corporate Governance and Director Professionalism – an overview in Hong Kong Learning Roadmap for Group Project	12 Dec 2009 3 hours
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Facilitators:	Dr Carlye Tsui, Chief Executive Officer, HKIoD Dr Joe Leung, Principal Adviser, OLC	
Course Outline:	<ul style="list-style-type: none"> - Definition of Corporate Governance - Roles in Corporate Governance - Progress and Future Directions - Programme Objectives and Outline - Project Assignment - Organisation of Assignment Groups Two handbooks will be distributed: (1) <i>Guidelines on Corporate Governance for SMEs in Hong Kong</i> (2) <i>SME Corporate Governance Toolkit – From Guidelines to Implementation</i>	

Module 2	Organisational Growth & Entrepreneurship: Start-up & Growth Stage	12 Dec 2009 3 hours
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Facilitators:	Dr Joe Leung, Principal Adviser, OLC	
Guest Speakers:	Company Case Sharing 1: Mr Kinus Chan, Lik Yin Enterprises Company Ltd. Company Case Sharing 2: Mr Orpheus Choy, Chief Executive Officer, LCN Group Ltd.	
Course Outline:	<ul style="list-style-type: none"> - The Growth Dynamics of SMEs in Hong Kong - The Corporate Life Cycle - Start-up Stage - Growth Stage 	

Module 3	Organisational Growth & Entrepreneurship: Maturity & Next Generation Stages	9 Jan 2010 3 hours
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Speaker:	Dr Joe Leung, Principal Adviser, OLC	
Guest Speakers:	Company Sharing Case 3: Ir Prof John Mok, Chairman, Automatic Manufacturing Ltd. Company Sharing Case 4: Mr Joseph Tsui, Director, Shun Sang (H.K.) Co. Ltd.	
Course Outline:	<ul style="list-style-type: none"> - The Growth Hurdles of Enterprises - The Challenges and Responses - Maturity Stage - Next Generation Stage 	

Module 4*	Role of Company Director I: Overview of Legal & Regulatory Framework	9 Jan 2010 3 hours
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Speaker:	Mr Albert Lam, Partner, P. C. Woo & Co	
Course Outline:	<ul style="list-style-type: none"> - A summary of the development of the legal system governing companies and company directors - Executive directors versus non-executive directors, 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 	

DIPLOMA in Company Direction

Module 5	Finance for Directors	16 Jan 2010
		3 hours
Speaker:	Mr Randy Hung, Executive Director, China Shineway Pharmaceutical Group Ltd.	
Course Outline:	<ul style="list-style-type: none"> - Assessing reliability of financial statements - Source of financing - Cash flow management 	
Module 6	Managing Business Strategy after Financial Tsunami	16 Jan 2010
		3 hours
Speaker:	Dr Joe Leung, Principal Adviser, OLC	
Guest Speakers:	Company Case Sharing 5: Mr Tony Cheng, Founder, Print100.com Ltd. Company Case Sharing 6: Mr Leonard Chan, General Manager, Sunlight paper Agency Ltd.	
Course Outline:	<ul style="list-style-type: none"> - From Red Ocean to Purple Ocean to Black Ocean 	
Module 7	Boardroom Strategies in Risk Management	23 Jan 2010
		3 hours
Speaker:	Mr Randy Hung, Executive Director, China Shineway Pharmaceutical Group Ltd.	
Course Outline:	<ul style="list-style-type: none"> - Overview of Risk Management Framework - Business Risk Identification - Setting Strategies and Solutions - Implementation Issues 	
Module 8*	Hong Kong Company Case Sharing and Group Learning Project	23 Jan 2010
		3 hours
Speaker:	Dr Joe Leung, Principal Adviser, OLC	
Course Outline:	<ul style="list-style-type: none"> - An Organisational Change Case Sharing: Shun Sang (H.K.) Co. Ltd. - Organisation's Challenges and Response - Survival Strategy: Managing Cash and Talent Risk - Group Learning Project 	
Module 9*	Role of Company Director II: Board Practices	30 Jan 2010
		3 hours
Speaker:	Dr Ronald Chung, Managing Partner, EQuity Consulting Company	
Course Outline:	<ul style="list-style-type: none"> - 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 - Continuing professional development of directors - Evaluation of board performance 	
Module 10*	Presentation of Group Learning Projects	30 Jan 2010
		3 hours
Assessors:	Dr Joe Leung, Principal Adviser, OLC & Guests of HKIoD	



Diploma in Company Direction Registration Form

REGISTRATION TERMS

Dates

The timetable presented is subject to change or postponement by the Organisers under special circumstances. If the total number of attendees enrolled is less than 10, the programme may be postponed. In case of change of course date, announcements will be issued on the website www.hkiod.com. Participants will also be contacted individually.

Typhoon and Rainstorm Arrangements

A seminar will be automatically postponed if within two hours before commencement time a typhoon signal number 8 or above or a rainstorm black signal is hoisted by the Hong Kong Observatory. If a typhoon signal number 8 or above or a rainstorm black signal is hoisted after the commencement of a training session, the session shall be continued until the end.

Booking

Booking deadline: 4 December 2009.

Payment and Cancellation Policy

Full payment by cheque must be accompanied with this Registration Form. Registration fees are non-refundable unless the Organisers are notified in writing of the withdrawal at least 7 working days before the commencement of the programme. A handling charge of HK\$500 will be levied. Subject to approval from the Organisers, the payment can be transferred to another attendee.

Declaration of Personal Data (Privacy) Policy

HKIoD has adopted a Personal Data (Privacy) Policy. You may contact HKIoD for inquiry or request for the policy statement or retrieve the statement on the website www.hkiod.com.

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Please read the Registration Terms before completing this Registration Form.

Please complete this form in full in a legible manner.

To: The Hong Kong Institute of Directors Tel: (852) 2889 9986 Fax: (852) 2889 9982
1008 World-Wide House, 19 Des Voeux Road Central, Hong Kong

PART I: APPLICANT'S INFORMATION

HKIoD Member: Yes/ No* Addressing title: Mr / Miss / Ms / Dr / Others* _____

Name in English _____ (Surname) _____ (Other Name)

Name format on Certificate/Diploma: _____

Company: _____ Position: _____

Address: _____

Tel No: _____ Fax No: _____ Mobile: _____ Email: _____

* Please delete where appropriate.

Please tick the box if you would not like to receive HKIoD information by electronic mail.

PART II: PAYMENT

Amount HK\$ _____ Payment Date: _____

Crossed cheque payable: "The Hong Kong Institute of Directors Ltd".

Cheque No.: _____ Bank: _____

PART III: SOURCE OF INFORMATION

Members' circulars Postal direct mailers Referral

E-mail News Fax circulars HKIoD website Others (please specify) _____

APPLICANT'S DECLARATION

I hereby declare that the information I provided in this Registration Form is complete and correct.

I have read and agree to the Registration Terms.

Signature of applicant: _____ Date: _____