

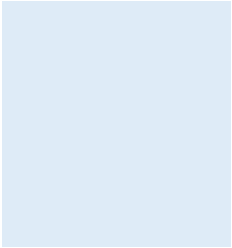


For office use only 仅供本院填写:

- 申请资料不完整 / 不准确  
 录取  不录取  
 面试(如适用) \_\_年\_\_月\_\_日

**Application Form for Postgraduate Diploma Programmes**  
在职专业研究生文凭报名申请表

Part A 甲部: Programmes 报读课程		
<b>Postgraduate Diploma Programme 研究生文凭课程</b> Please tick ( ) as appropriate. 请在合适选项格内打勾。		
<input type="checkbox"/> 企业教练与领导力培育 (CCLD)	<input type="checkbox"/> 数字化转型与企业战略 (DTBS)	<input type="checkbox"/> 金融与商业管理 (FBM)
<input type="checkbox"/> 金融市场与投资组合管理 (FMPM)	<input type="checkbox"/> 整合营销传播 (IMC)	<input type="checkbox"/> 整合实效管理 (IPM)
<input type="checkbox"/> 管理心理学 (MPSY)	<input type="checkbox"/> 产品创新与服务设计 (PISD)	<input type="checkbox"/> 战略人力资源管理 (SHRM)
<input type="checkbox"/> 智慧零售与 B2B 增长管理 (GMRB)		

Part B 乙部: Personal Particulars 个人资料										
Photo 照片 45mm x 55mm (A recent colour photo in plain background in plain background 彩色近照, 无背景装饰) 	Title 称谓 <input type="checkbox"/> Mr. 先生 <input type="checkbox"/> Ms. 女士	Name in Pinyin or English 汉语拼音/英文姓名 <small>(name as appeared on Identity Card or Passport) (身份证或护照姓名)</small>								
		Name in Chinese 中文姓名 <small>(name as appeared on Identity Card or Passport) (身份证或护照姓名)</small>								
		Date of Birth 出生日期		Yr 年	Mth 月	Day 日				
		Identity Card No. 身份证号码		HKU Student No. (if any) 学生证号码 (如适用)						
Correspondence Address 通讯地址										
Office Telephone No. 单位电话号码		Mobile No. 手机号码		Email 电邮						
Education Background 教育背景										
Dates of Attendance 修读日期 <small>(in chronological order from University 大专以上按年份顺序填写)</small>				Awarding Institution 颁发机构		Major of Study 修读专业		Academic Qualification 学历资格		
From 从		To 至								
月	年	月	年							
月	年	月	年							
月	年	月	年							
Work Experience 工作经验										
Dates of Employment 任职日期 <small>(in chronological order from 第一份工作顺序填写)</small>				Name of Company 公司名称		Job Position 职务		Duration 期间		
From 从		To 至								
月	年	月	年					年	月	
月	年	月	年					年	月	
月	年	月	年					年	月	
月	年	月	年					年	月	
月	年	月	年					年	月	

**Emergency Contact Person 紧急联络人** Contact Person 联络人: \_\_\_\_\_ Phone 电话: \_\_\_\_\_

\* Please use a separate sheet if there is not enough space on the form. 如空间不够, 可另纸书写。

# Application Form for Postgraduate Diploma Programmes

## 在职专业研究生文凭报名申请表

### 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 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，个人信息将会用作入学申请、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。只有本学院职员才能处理有关信息，但亦可能会转移到为学院提供有关服务的委托人使用。

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，申请人如不被录取，其个人信息将会被销毁（如申请人于以下第 4 项表明愿意接收学院的推广信息，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），获取录取者的个人信息将会被留作学员记录，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信息将绝对保密。报名付款时所收集的个人信息，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 个人信息用作学院相关推广

Please tick ( ) as appropriate. 请在合适选项格内打勾。

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 unsubscribed request (by email or by post) to HKU ICB at any time.

申请人提供的个人信息（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）将用作与学院沟通的渠道，学院将通过信件、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。阁下可随时以书面或电邮的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 the Website ([https://www.hku.hk/about/policies\\_reports/privacy\\_policy.html](https://www.hku.hk/about/policies_reports/privacy_policy.html)).

根据香港个人资料（私隐）条例，申请人有权知悉本学院有否保留其个人信息，同时亦可查阅、索取及更改其个人信息。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信息保障主任。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://www.hku.hk/about/policies\\_reports/c\\_privacy\\_policy.html](https://www.hku.hk/about/policies_reports/c_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）。

# Application Form for Postgraduate Diploma Programmes

## 在职专业研究生文凭报名申请表

### 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 (报名费恕不退还)
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)

### Declaration 声明

- 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。
- 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。
- 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。
- 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。
- I have carefully read and fully understand the above declaration statements, and the withdrawal and refund policy. By making payment in accordance with the terms in the Offer Letter and the Payment Notices, I indicate my acceptance of and my intention to abide by all the terms, conditions and content of the Offer Letter and Payment Notices.  
本人已仔细阅读并完全理解上述声明及退学退费规定, 并自愿遵守相关规定。本人按照录取通知书和缴费通知缴费后, 即表示认可并同意遵守录取通知书和缴费通知的全部内容。

Signature 签字: \_\_\_\_\_

Date 日期: \_\_\_\_\_

### Notes 报名须知

Please send us the completed application form with relevant documents (i.e. photocopies of academic certificates, a report from the Centre for Student Services and Development, Ministry of Education, P.R. China (CSSD) with the barcode for mainland academic diplomas or degree certificates conferred on or after 2006 or an Accreditation and Appraisal Report of foreign academic diplomas or degree certificates if any, business card / company proof & ID card) by email to [icbenquiry@hku.hk](mailto:icbenquiry@hku.hk) and pay the application fee (CNY 500).

请将报名申请表及附件 (本科或大专毕业证书复印件、2006年或其后内地院校学历请附上查证学信网记录截图(附二维码)或海外大学留服认证报告(如有)、名片/最近一份工作任职相关证明及身份证复印件)电邮至 [icbenquiry@hku.hk](mailto:icbenquiry@hku.hk), 并缴交申请费人民币 500 元整。

#### Class arrangement during COVID-19 新型冠状病毒影响下的课堂安排

The COVID-19 situation may still be fluid and constantly affect class arrangements in the coming months. The health and safety of our students will always be our top priority. To ensure that students' academic progress is not affected, HKU ICB may substitute face-to-face classes with online teaching if necessary in the event that face-to-face classes cannot be held. Our respective Programme Teams will contact the students concerned with details of such arrangements as necessary.

在新型冠状病毒疫情不稳定的状态下, 未来数月可能持续影响我们的课堂安排。学院一向以学员的健康及个人安全为首要考虑, 为确保学员的学习进度不受影响, 学院有可能需要按有关指引将面授课堂改为网上授课。如出现此等情况, 学院将会尽快通知学员有关安排的详情。



Name 姓名: \_\_\_\_\_

The information provided in this form will be used for student admission and course development purposes. Please complete all sections in either Chinese or English.

此表所填信息将用于本学院录取审批及课程发展用途，请回答所有问题（可用中文或英文作答）。

1. 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

2. How did you learn about the programme? 你从何处获悉本课程？

- Internet 互联网 (请选择)
- Search engine 搜索引擎 (名称): \_\_\_\_\_ Keywords 搜索关键字: \_\_\_\_\_
  - Official website 学院网站
  - WeChat official accounts 微信公众号
  - Notifications from media 媒体推送 (平台名称): \_\_\_\_\_
  - Other websites 其它网站 (请列明): \_\_\_\_\_
- Referral 推荐
- Friends/ relatives 朋友/亲属
  - ICB students/ alumni ICB 学员/校友 (Name 姓名: \_\_\_\_\_ Programme 课程: \_\_\_\_\_)
- Emails 电邮
- Course pamphlets 课程资料
- Information seminars 课程讲座
- Others (please specify) 其它 (请列明): \_\_\_\_\_

3. What is your self assessment of your English standard? 你的英语水平如何？

- Unable to read English materials  
不能阅读英语资料
- Able to read English but prefer having notes in Chinese  
能够阅读英语资料，但希望有中文讲义
- Good English reading but weak in writing and speaking skills  
英语阅读能力良好，但书写及会话能力较弱
- Good English standard in all skills  
英语阅读、书写及会话能力俱佳

4. How much do you know about the specialism which you are applying for? 你对本专业了解程度如何？

- Not at all 没有
- Some knowledge 有点
- Very knowledgeable 很了解

Please answer the following questions in about 150 to 200 words. You may use a separate sheet if you need more space. 请用 150 - 200 字回答以下问题，如位置不够用，可另附纸张书写。

5. What are your major reasons for applying for this programme?

你申请修读本课程的主要原因是什么？

6. What are your strengths for studying this programme?

你报读本课程的优势是什么？

7. What kind of difficulties do you think you may encounter in the programme?

在修读本课程时你预计会遇到什么困难？

8. How will this programme benefit your current and future career development?

你认为本课程对你的事业发展有什么帮助？