

Diploma in Insurance Practice

保險實務文憑

AC101A

本課程旨在教授學員保險行業的實務知識，並發展業界所需的技能。

課程採用實例教學方法，向學員教授保險原理、產品和銷售的相關知識。

完成課程後，學生應能夠：

1. 闡述保險業架構和保險原理；
2. 操作和檢視長期保險的運作程序；
3. 檢視並解釋保險相關的風險；及
4. 制定有效營銷策略銷售保險。



Programme Structure

學科單元包括「*保險原理及實務*」、「*長期保險*」、「*投資相連長期保險*」及「*保險營銷策略*」。另設有導修課及研討會，而在參加導修課或研討會之前，導師會派發課材，供學生自修，學生需要完成有關習作。

評核

包括作業及考試。

學銜

學員修畢課程，上課出席率達70%或以上，並在所有功課、考核及考試中取得合格成績，可按香港大學體制，經香港大學專業進修學院頒授「保險實務文憑」。

Course Fee

報名費用

HK\$150 (取錄與否，恕不退還)

課程費用

每科學費 HK\$3000,
四科合共 HK\$12000

Entry Requirement

申請人應該：

1. 於香港中學文憑考試考獲五科第二級或以上的成績（包括中國語文科及英國語文科）；或
2. 於香港中學會考考獲三科E級，及在中國語文科和英國語文科考獲第二級或以上的成績*；或
3. 成功完成「毅進計劃」或「毅進文憑」課程；或
4. 年滿十八歲，並具一年或以上相關工作經驗。

申請人若持有其他資格，學院將按個別情況考慮。

* 自2007年起，香港大學專業進修學院對在香港中學會考考獲中國語文科及英國語文科（課程乙）E級成績（即英國語文科（課程甲）考獲C級），均視作等同於香港中學會考中國語文科和英國語文科考獲第二級的成績。

學科單元

保險原理及實務	長期保險	投資相連長期保險	保險營銷策略
<ul style="list-style-type: none">風險及保險法律原則保險原則保險公司的主要功能香港保險業的結構保險業的規管架構職業道德及其他有關問題	<ul style="list-style-type: none">人壽保險簡介人壽保險及年金的種類保險利益附約及其他產品闡釋人壽保險單人壽保險程序	<ul style="list-style-type: none">投資相連長期保單簡介投資投資資產投資相連長期保單香港的規管架構	<ul style="list-style-type: none">基礎銷售技巧營銷基礎數碼應用銷售健康保障產品薪酬及獎勵計劃

Application Procedure

報名辦法

填妥申請表格後，請連同報名費/學費以及所需證明文件之正本及副本，親往報名中心遞交。證明文件包括身分證明文件及有關資歷證明。

申請人有責任提供有效身份證明文件以證明其可於香港就讀，如若申請人未能在學院要求下出示有效身份證明文件，學院有權撤銷申請人的學生身份。

課程資料

課程制式：兼讀制
開課日期：每年兩個學期
- 5月/6月
- 11月/12月
修業期：156小時
教學語言：粵語



Programme Enquiries

查詢

電話：2867 8487 / 2867 8314
傳真：2861 0278
電郵：dipip@hkuspace.hku.hk

本課程已加入持續進修基金可獲發還款項課程名單內。持續進修基金只適用於2020年11月26日後開課的課程。

本課程在資歷架構下獲得認可（資歷架構第3級）

資歷架構級別：3
資歷名冊登記號碼：20/000076/L3
資歷名冊登記有效期：2020年3月1日 - 持續有效



Enrolment Centres

Admiralty Learning Centre [ADC]

3/F, Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

1/F, Fortress Tower, 250 King's
Road, North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPSHCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F, T.T. Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222

保險實務文憑 Diploma in Insurance Practice (AC101A)

報名表

本份報名表共七頁，遞交時請確保報名表完整

個人資料（請用深色原子筆，以正楷填寫，字體必須端正）

中文姓名：	_____	英文姓名：	_____
身份證號碼：	_____ () _____	出生日期：	_____ 年 _____ 月 _____ 日
最高學歷：	_____		
現時／最後從事的工作 行業：	_____	職位：	_____

申請人必須符合以下入學資格。請在適當的方格內填上✓號以確認符合以下其中一項入學資格，並連同相關證明文件，與「報名表」一併遞交：

<input type="checkbox"/>	於香港中學文憑考試考獲五科第二級或以上的成績（包括中國語文科及英國語文科）
<input type="checkbox"/>	於香港中學會考考獲三科E級，及在中國語文科和英國語文科考獲第二級或以上的成績
<input type="checkbox"/>	成功完成「毅進計劃」或「毅進文憑」課程
<input type="checkbox"/>	年滿十八歲，並具一年或以上相關工作經驗

如申請人未能提供所需的申請資料或證明文件，課程申請將不被接納。

報名表格必須連同下列證明文件正副本及報名費一併交回報名中心：

<input type="checkbox"/>	香港永久性居民身份證正副本
<input type="checkbox"/>	學歷證明正副本 申請人應提交學校或機構發出的學歷證明文件，以證明符合上述入學資格。
<input type="checkbox"/>	工作／專業資格證明正副本 請提交相關的工作／專業資格證明，例如：僱主信、僱傭合約、工作／服務合約、職員證、有效行業註冊證、牌照、糧單或強積金供款紀錄等，以證明符合上述入學資格。
<input type="checkbox"/>	報名費港幣一百五十元 取錄與否，恕不退還。

此欄只供本校職員填寫 For Official Use Only

Admitted Rejected

Conditional Offer (Please specify): _____

Approved by Programme Leader _____ Date _____

此頁特意留白，請繼續填寫下頁報名表

For Office Use 由本學院填寫

Receipt No. 收據編號: _____

Admitted 取錄 Rejected 不取錄 Waiting List 後補名單

Please complete all relevant parts in BLOCK LETTERS and with BLACK PEN. Past students/Lifelong Learner Card holders without any change in personal particulars are required to complete Part I only (for applying to a general/short course) and Part I & III (for applying to an award-bearing or professional programme). HKID card or passport number is required for student record purposes. Applicants to award-bearing programmes are required to present their HKID/passport for verification if applying in person or attach a copy of their HKID or passport if applying by post.

請用黑色原子筆以正楷填寫有關部分。舊生或持有終身學員證人士，如沒更改個人資料，只需填寫甲部（申請短期及興趣課程者）或甲及丙部（申請學歷頒授及專業課程者）。申請人必須填寫香港身分證或護照號碼以作學員記錄之用。學歷頒授及專業課程的申請人，如親身報名，須出示身分證／護照以核實身分；如以郵遞方式報名，則須附以身分證或護照副本以供本學院核對之用。

Part I 甲部：Application Details 報讀課程資料 (Applicable to both NEW and PAST students 新生及舊生適用)

Application Code 報名代碼	Programme/Course Title 課程名稱	Currency 貨幣	Fee 費用
____ - AC101A	Diploma in Insurance Practice 保險實務文憑		
			報名費用：HK\$150 (取錄與否，恕不退還)

Title 稱謂 Mr 先生 Ms 女士

Student Name in English and Chinese (Name as appeared on H.K.I.D. card or passport) 英文及中文姓名 (香港身分證或護照上的姓名)

Given Names 英文名字 _____

Family Name 英文姓氏 _____

Name in Chinese 中文姓名 _____

Mobile Phone 流動電話 _____

H.K.I.D./Passport No. 香港身分證/護照號碼 _____

HKU SPACE Student No. (If any) 學生證號碼 (如有) _____

Holders of H.K.I.D. card must fill in their H.K.I.D. No. 香港身分證持有人必須填寫香港身分證號碼

Part II 乙部：Other Personal Particulars 其他個人資料

(Applicable only to NEW students or PAST students who have an update on their personal information 新生或需要更改個人資料之舊生適用)

Email Address 電郵地址 _____

Nationality 國籍 _____

Date of Birth 出生日期 Day 日 _____ Month 月 _____ Year 年 _____

Permanent HK Resident 香港永久性居民 Yes 是 No 否

(If 'No', see Notes to Non-local Applicants) (如填寫「否」，請細閱非本地申請人注意事項)

Correspondence Address 通訊地址 _____

Room/Flat 室 _____ Floor 樓 _____ Block, Building 座, 大廈 _____

Estate, Street/Road 屋苑, 街道

District (e.g. Wan Chai, Kwun Tong, etc.) 地區 (如灣仔、觀塘)

HK 香港 KLN 九龍 NT 新界

Emergency Contact Person 緊急聯絡人

In case of emergency, we may need to contact your family or friend. Please suggest. 如遇上緊急事故，我們或需聯絡你的家人或朋友，請提供聯絡人資料。

Contact Person 聯絡人 _____

Phone 電話 _____

Please continue to next page
請繼續填寫下頁 →

For applicants not holding a Lifelong Learner Card
適用於未持有終身學員證之申請人

Please affix a recent colour photo (in plain background) of the applicant for producing the Lifelong Learner Card.
請貼上申請人之彩色近照一張 (照片背景必須無任何裝飾) 以作印製終身學員證用途

45mm x 55mm

Please complete this part 請填妥本欄

Name 姓名

Address 地址

Name 姓名 _____

Contact No. 聯絡電話 _____

Programme/Course No. 課程編號 _____

Part III 丙部：Qualifications & Employment 學歷及就業資料

(Applicable for applying to an award-bearing or professional programme 申請學歷頒授及專業課程適用)

Qualifications 學歷 (In chronological order 請順序列出)

Please state qualifications relevant to the programme/course entry requirements you are applying for, and attach proof of qualifications specified in the requirements of the individual programme/course.

請填寫申請報讀課程所需的學歷，並根據個別課程需要，另附學歷證明。

Examination/Awarding Institution 考試/頒授學歷機構	Subject/Degree Awarded 學科/獲頒授學位	Grade 成績	Date of Award 頒授日期

Employment 就業資料 (In chronological order 請順序列出)

Please state your current employment, and your past working experience relevant to the programme/course entry requirements you are applying for, and attach proof of qualifications specified in the requirements of the individual programme/course.

請填寫現職及與申請報讀課程有關的過往工作經驗，並根據個別課程需要，另附證明。

Name of Company 機構名稱	Position 職位	Full-time/Part-time 全職/兼職	Date (From/To) 日期 (由/至)

Part IV 丁部：Other Relevant Information 其他相關資料

(Applicable to NEW students or PAST students who have an update 新生或需更新其他相關資料之舊生適用)

HKU SPACE Alumni 香港大學專業進修學院校友

All new enrolled students in the School will automatically receive a lifelong learner card which serves as the student card. It also confers eligibility to become an alumnus of HKU SPACE. If you DO NOT WISH to be an alumnus, please check this box.

本學院的註冊學生將自動獲發終身學員證為學生證。持證人可成為香港大學專業進修學院校友。如閣下不想成為校友，請在方格內填上剔號。

Equal Opportunities for Learning at HKU SPACE 香港大學專業進修學院的平等學習機會

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

學院的方針就是為所有人士提供平等的學習機會。為了配合學生的需要，請在此報名表上說明你是否需要特殊的幫助。如有需要，學院將聯絡閣下，以獲取更多相關資料及提供更完善的服務。

Special assistance required 是否需要特殊的幫助

Yes 是 (if you check yes, you agree to give us further information on your special needs and consent to our further processing of your data
如選擇需要，閣下同意提供進一步詳情及同意學院處理相關資料)

No 否

Statement on Collection of Personal Data 收集個人資料聲明

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
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 (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
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 6 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 SPACE staff or by staff of an authorised third party providing services to the School 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.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

Use of Personal Data related to Direct Marketing

6. From time to time, the School 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, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives. Occasionally information from our parent 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 the School at any time.

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.

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School 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 SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
 8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website (<http://hkuspace.hku.hk/policy-statement/privacy-policy>).
 9. HKU SPACE, being part of the University of Hong Kong, the Personal Information Collection Statement of the University also applies and can be accessed from <http://www.aal.hku.hk/admissions/documents/pics.pdf>. Being in partnership with other overseas Universities, it also endeavours to comply to their laws and regulations as far as practicable. However, the School is obliged to maintain part of the students' records in perpetuity for reasons stated in this PIC.
1. 申請人必須提供其個人資料及課程申請所需資料，否則本學院將不能有效處理其申請。
 2. 在法律許可情況下，個人資料將會作入學申請、註冊、有關學術及行政通訊、校友事務及聯絡、研究、統計、市場分析及推廣（包括直接銷售）等用途。只有香港大學專業進修學院職員才能處理有關資料，但亦可能會轉移到為學院提供有關服務的委託人處理。
 3. 完成報名程序及課程註冊後，申請人如不獲取錄，其個人資料將會被銷毀（如申請人於以下第 6 項表明願意接收學院的推廣訊息，申請人的聯絡資料及同意接收學院推廣訊息的記錄將保留作此等用途），獲取錄者的個人資料將會被留作學生記錄，只有香港大學專業進修學院職員或為學院提供有關服務的委託人才能處理有關檔案，而閣下提供的所有個人資料將絕對保密。報名付款時所收集的個人資料，則循法例規定留作相關用途，以及退款處理之用(如需要)。
 4. 如獲取錄，申請人需呈交彩色近照一張以作學生證明之用。
 5. 在緊急情況下，學院將向學生發放電話短訊，或在有需要時附以其他方式，如電子郵件，以作通知。請準確填寫有關資料以便聯絡。如有任何更改，請儘快向學院提出更新。如閣下對接收電話短訊通知遇有困難，請聯絡課程組，以便作適當安排。

個人資料用作直接銷售

6. 申請人提供的個人資料（包括姓名、聯絡方法及其他資料如曾報讀的課程、畢業年份等）將用作與學院溝通渠道，學院將透過信件、電子郵件、流動電話和其他社交媒體等為申請人、學員和校友送上學院的最新課程資料及推廣訊息，這些資訊亦將包括學院講座及活動、折扣優惠、診所服務、校友會活動、校友會會員尊享優惠、校友聯誼及籌款活動等，當中亦可能包括香港大學或其附屬機構的不定期資訊。閣下可隨時以書面或電郵方式向學院申明是否願意繼續接收有關資訊。如不欲收到任何透過上述渠道發出的資訊，包括折扣優惠，請在方格內填上剔號。
7. 根據個人資料（私隱）條例，申請人有權知悉學院有否保留其個人資料，同時亦可查閱、索取及更改其個人資料。申請人如欲查閱其個人資料，請填妥指定表格並交回本學院個人資料私隱主任。本學院將會酌情收取行政費用。如欲更改一般個人資料，請填妥「申請更改個人資料表格」並交回本學院。
8. 如欲了解本學院私隱政策的詳情，請參閱本學院的課程手冊或網頁(<http://hkuspace.hku.hk/cht/policy-statement/privacy-policy>)。
9. 本學院作為香港大學的一部分，大學的收集個人資料聲明亦適用於本學院，詳情請參閱<http://www.aal.hku.hk/admissions/documents/pics.pdf>（只提供英文版本）。學院亦與海外院校合作，在可行範圍內當遵從當地法律及條例處理相關個人資料，但學院仍需依循本院收集個人資料目的，保留某些項目作為永久學生記錄。

General Notes to Applicants 一般注意事項

1. Enrolment can be done in person at any of the School's Enrolment Centres by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "HKU School of Professional and Continuing Education, Room 304, 3/F, T. T. Tsui Building, The University of Hong Kong, Pokfulam Road, Hong Kong", specifying "Programme/Course Application".
 2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
 3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
 4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
 5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
 6. If you are applying to / have enrolled for more than one programme/course with HKU SPACE, please check to ensure that there are no scheduling conflicts before submitting your application form.
 7. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
 8. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
 9. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.
1. 報讀課程，請親往學院各報名中心，呈交填妥的報名表格、學費和所需的證明文件，或以郵遞方式，寄「香港薄扶林道香港大學徐展堂樓 3 樓 304 室香港大學專業進修學院」並註明「報讀課程」。
 2. 如以劃線支票或銀行本票付款，抬頭請書名「香港大學專業進修學院」。
 3. 如報讀短期課程開課在即，學院可要求申請者以現金、「易辦事」或信用卡（Visa或萬事達卡）繳付學費。
 4. 以「先到先得」方式獲取錄的學生，可自行依照課程手冊或學院網頁所列的時間到有關地點上課。除特殊情況外，學院將不作另行通告。
 5. 如須甄選入學，則正式收據並不可作為閣下已獲取錄的證明。學院將在截止報名日期後儘快通知申請者是否獲得取錄。落選的申請人將獲退還已繳交的學費。
 6. 如打算/已經在學院報讀多於一個課程或以上，請細閱各個課程的上課時間地點，以免上課時間重疊。
 7. 如在開課前三天仍未知悉上課地點，請與課程組聯絡。
 8. 除特殊情況（例如課程因報名人數不足而被取消）及法例規定外，一切已繳費用，概不退還。
 9. 有關香港大學專業進修學院的入學程序及詳情，請參閱香港大學專業進修學院的課程手冊及官方網頁。

Class arrangement during COVID-19 新型冠狀病毒影響下的課堂安排

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, the School 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.

在新型冠狀病毒疫情不穩定的狀態下，未來數月可能持續影響我們的課堂安排。學院一向以學員的健康及個人安全為首要考慮，為確保學生的學習進度不受影響，學院有可能需要按有關指引將面授課堂改為網上授課。如出現此等情況，課程組別同事將會儘快聯絡學員有關安排的詳情。

Notes to Non-local Applicants 非本地申請人注意事項

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

非本地申請人必須持有由香港特區政府入境事務處所簽發的學生簽證方可入讀本學院，申請人入學前須辦妥有關手續。惟以受養人士身分獲批來港者，毋須經事先批准，可修讀全日制及兼讀制課程。而獲發有效工作簽證之非本地申請人毋須事前批准，亦可修讀兼讀制課程。獲香港大學專業進修學院課程取錄並不代表能成功獲發有關學生簽證。除自資並經本地評審，而有關學銜按香港大學體制，經香港大學專業進修學院頒發的兼讀制深造修讀課程外，兼讀制課程一般而言，暫不在入境處考慮批發簽證之列。

Declaration 聲明

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
 2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
 3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
 4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).
1. 本人聲明本申請表及隨附文件所載一切資料，依本人所知均屬正確，並無遺漏。
 2. 本人授權香港大學專業進修學院向相關機構查閱有關本人申請課程所列出的學歷及專業資格。
 3. 本人同意如本人註冊入學，當遵守大學及學院的規例。
 4. 本人已細閱、明白並同意以上注意事項、收集個人資料聲明及有關香港大學專業進修學院在處理個人資料（私隱）的守則。

Signature 簽署 _____

Date 日期 _____

HKU SPACE is a non-profit making University company limited by guarantee 香港大學專業進修學院乃非牟利擔保有限公司

To help us understand your learning needs, please answer the following questions. Please note that the information you provide may be used to assist the School's research in continuing education. This part of the form is optional.

為使本學院了解學員的學習需要，請填妥以下問卷。你所提供的資料，可能作為本學院對持續教育研究之用。學員可根據個人意願決定填寫與否。

Please tick the appropriate boxes. 請在適當方格加上 ✓ 號。

1. Your highest education level achieved 你的最高學歷程度：(Please select ONE only 請選擇其中一項)

- | | |
|---|--|
| 1.001 <input type="checkbox"/> Below Secondary 5 (HKCEE) 中五 (香港中學會考) 以下 | 1.006 <input type="checkbox"/> Bachelor's degree 學士學位 |
| 1.002 <input type="checkbox"/> Secondary 5 (HKCEE) or equivalent 中五 (香港中學會考) 或同等程度 | 1.007 <input type="checkbox"/> Postgraduate certificate / Postgraduate diploma 深造證書 / 深造文憑 |
| 1.003 <input type="checkbox"/> Secondary 6 - 7 (HKAL) or equivalent 中六 - 中七 (香港高級程度會考) 或同等程度 | 1.008 <input type="checkbox"/> Master's degree 碩士學位 |
| 1.004 <input type="checkbox"/> Secondary 6 (HKDSE) or equivalent 中六 (香港中學文憑) 或同等程度 | 1.009 <input type="checkbox"/> Doctorate degree 博士學位 |
| 1.005 <input type="checkbox"/> Associate degree / sub-degree / certificate / diploma 副學士 / 副學位或非學位證書 / 文憑 | |

2. What are the most important factors for your choosing of the present course at HKU SPACE? 你選擇在香港大學專業進修學院修讀此課程，最重要的因素是什麼？

Please select the THREE most important factors and rank them from "1" to "3", with "1" as the most important. 請選擇3個最重要因素並以1至3排列，以1為最重要。

- | | |
|--|--|
| 2.001 <input type="checkbox"/> Good reputation of the institution 機構有良好聲譽 | 2.006 <input type="checkbox"/> Good teaching and learning facilities 教學設備完善 |
| 2.002 <input type="checkbox"/> A variety of courses to choose 有多種課程可供選擇 | 2.007 <input type="checkbox"/> Convenient locations of learning centres 上課地點方便 |
| 2.003 <input type="checkbox"/> High academic quality of the courses 課程的學術質素高 | 2.008 <input type="checkbox"/> Reasonable course fees 學費合理 |
| 2.004 <input type="checkbox"/> Qualification awarded are widely recognised 學歷被社會廣泛承認 | 2.009 <input type="checkbox"/> Others 其他 (Please specify 請列明：_____) |
| 2.005 <input type="checkbox"/> Good quality of teaching staff 導師質素高 | |

3. Which channel(s) do you usually receive information on continuing education? 你通常透過以下哪個渠道獲得有關持續教育的資訊？(You can choose MORE THAN ONE 可作多項選擇)

- | | |
|---|---|
| 3.001 <input type="checkbox"/> School website & School eDirect Mail (eDM) 學院網站 / 學院電子郵件 | 3.008 <input type="checkbox"/> eDirect Mail (eDM) 電子郵件 |
| 3.002 <input type="checkbox"/> School prospectus / programme brochure 學院課程手冊 / 課程單張 | 3.009 <input type="checkbox"/> Keyword search (SEM) 關鍵字搜尋 |
| 3.003 <input type="checkbox"/> TV / radio advertising 電視 / 電台廣告 | 3.010 <input type="checkbox"/> Seminar / Exhibition / School Open Day 講座 / 展覽 / 開放日 |
| 3.004 <input type="checkbox"/> Newspaper / magazine advertising 報章 / 雜誌廣告 | 3.011 <input type="checkbox"/> From the organisation currently working at 從現職機構獲得資訊 |
| 3.005 <input type="checkbox"/> Transport / outdoor advertising 公共交通工具 / 戶外廣告 | 3.012 <input type="checkbox"/> Office building 商業大廈派發點 |
| 3.006 <input type="checkbox"/> Internet advertising 網站廣告 | 3.013 <input type="checkbox"/> From friends / relatives 親朋推介 |
| 3.007 <input type="checkbox"/> Mobile advertising 流動電話廣告 | 3.014 <input type="checkbox"/> Others 其他 (Please specify 請列明：_____) |

4. Profession 行業：(You can choose MORE THAN ONE 可作多項選擇)

- | | |
|--|--|
| 4.001 <input type="checkbox"/> Accounting / Auditing 會計、核數 | 4.016 <input type="checkbox"/> Government / Public Utilities 政府部門、公共機構 |
| 4.002 <input type="checkbox"/> Administration / Secretarial / General Management 行政、秘書、一般管理工作 | 4.017 <input type="checkbox"/> Hospitality and Tourism 款客服務、旅遊 |
| 4.003 <input type="checkbox"/> Advertising / Sales and Marketing / Customer Services 廣告、營銷及市場推廣、顧客服務 | 4.018 <input type="checkbox"/> Housing / Property Management / Real Estate 樓宇、物業管理、地產 |
| 4.004 <input type="checkbox"/> Architectural / Building & Construction / Project Engineering / City Planning 建築、建造、項目工程、城市規劃 | 4.019 <input type="checkbox"/> Human Resource / Training 人事、培訓 |
| 4.005 <input type="checkbox"/> Art / Creative / Design 藝術、創意行業、設計 | 4.020 <input type="checkbox"/> Legal 法律 |
| 4.006 <input type="checkbox"/> Banking / Finance / Investment / Insurance 銀行、金融、投資、保險 | 4.021 <input type="checkbox"/> Library Management 圖書管理 |
| 4.007 <input type="checkbox"/> Business Management 商業管理 | 4.022 <input type="checkbox"/> Logistics / Transportation 物流、運輸交通 |
| 4.008 <input type="checkbox"/> Chinese Medicine 中醫藥 | 4.023 <input type="checkbox"/> Manufacturing 製造業 |
| 4.009 <input type="checkbox"/> Community / Social Services 社會服務 | 4.024 <input type="checkbox"/> Media / Communications / Public Relations / Publishing / Translation 媒體、傳訊、公關、出版、翻譯 |
| 4.010 <input type="checkbox"/> Computer Science / Information Technology (IT) 電腦、資訊科技 | 4.025 <input type="checkbox"/> Medical / Health Care / Nutrition / Beauty 醫療、保健、營養、美容 |
| 4.011 <input type="checkbox"/> Education 教育 | 4.026 <input type="checkbox"/> Merchandising / Purchasing / Trading 採購、貿易 |
| 4.012 <input type="checkbox"/> Engineering / Machinery 工程、機械 | 4.027 <input type="checkbox"/> Retail / Wholesale 零售、批發 |
| 4.013 <input type="checkbox"/> Entertainment / Recreation / Sports 娛樂、康樂、體育管理 | 4.028 <input type="checkbox"/> Science and Technology 科學及科技 |
| 4.014 <input type="checkbox"/> Environmental Sciences 環境科學 | 4.029 <input type="checkbox"/> Telecommunications 電訊 |
| 4.015 <input type="checkbox"/> Food and Beverage 餐飲 | 4.030 <input type="checkbox"/> Others 其他 (Please specify 請列明：_____) |

5. What are your area(s) of interest? 你對以下哪些課程範疇感興趣？(You can choose MORE THAN ONE 可作多項選擇)

- | | |
|---|--|
| 5.001 <input type="checkbox"/> Accounting and Finance 會計、財務 | 5.008 <input type="checkbox"/> Languages and Humanities 語言及文史哲 |
| 5.002 <input type="checkbox"/> Architecture, Housing and Built Environment 建築、房屋及建造環境 | 5.009 <input type="checkbox"/> Law 法律 |
| 5.003 <input type="checkbox"/> Art, Design and Performing Arts 美術、設計及表演藝術 | 5.010 <input type="checkbox"/> Life, Health and General Sciences 生命、護理及普及科學 |
| 5.004 <input type="checkbox"/> Business and Management 工商管理 | 5.011 <input type="checkbox"/> Marketing and Communications 市場推廣及傳訊 |
| 5.005 <input type="checkbox"/> Chinese Medicine 中醫藥 | 5.012 <input type="checkbox"/> Social Sciences 社會科學 |
| 5.006 <input type="checkbox"/> Hospitality and Tourism Management 款客及旅遊業管理 | 5.013 <input type="checkbox"/> Sport, Exercise and Recreation Management 康樂及體育管理 |
| 5.007 <input type="checkbox"/> Information Technology and Library Science 資訊科技及圖書館科學 | 5.014 <input type="checkbox"/> Others 其他 (Please specify 請註明：_____) |

6. Are you going to pay the fee of the course you have applied for in full by yourself? 學費是否由你全數支付？

- | | |
|--------------------------------------|--|
| 6.001 <input type="checkbox"/> Yes 是 | 6.002 <input type="checkbox"/> No, I shall pay _____ % of the course fee by myself.
否，我只支付全數學費的百分之 _____。 |
|--------------------------------------|--|

7. Monthly personal income 個人每月收入：

- | | |
|--|--|
| 7.001 <input type="checkbox"/> \$0 - \$9,999 | 7.005 <input type="checkbox"/> \$30,000 - \$39,999 |
| 7.002 <input type="checkbox"/> \$10,000 - \$14,999 | 7.006 <input type="checkbox"/> \$40,000 - \$49,999 |
| 7.003 <input type="checkbox"/> \$15,000 - \$19,999 | 7.007 <input type="checkbox"/> \$50,000 or above 或以上 |
| 7.004 <input type="checkbox"/> \$20,000 - \$29,999 | |

End 問卷完

Thanks 謝謝
第七頁，共七頁