

THE PDCT PROGRAMME

INTRODUCTION 課程簡介

In recent years, with the coming of the Information Age, various forms of communication media emerge in the market, eg the P2P, 3G, VoIP, Bluetooth, ADSL, and broadband internet access. Coupled with the opening up of the telecommunication sector, the marketplace was already booming with an enriched list of communication means - the Optical WDM, IP networks, and latest MPLS wireless networks.

Executives and IT practitioners should keep pace with the "Market" and "Business" aspects of the communications market, and with some basic technical knowledge in mind, in order to be capable to assess, from commercial point of view, the company's communication demands and solutions.

OBJECTIVE 課程目的

The Professional Diploma in Communications Technology, conducted in Cantonese (粵語), puts strong emphasis on market and business skills, ranging from the basic communications environment to the in-depth managerial topics. The basic and essential technical aspects of communication would also be covered. The discussions are supported by case studies on the current trends and applications in the communications market with due respect to course participants' needs to apply them to their own organizations.

Upon completion of the diploma programme, participants should be able to:

- develop competency and widen their knowledge in communications methods.
- keep pace with communications trends and advancements so as to cope with the fast moving market.
- enhance their management skills in today's highly competitive business world.
- act as a "Professional" of applying communications within the organization.

DESIGNED FOR 適合修讀人士

- Non-technical executives who want to acquire solid knowledge on the market and technical aspects of various communications products with a mission to assess the company's communication demands.
- Practitioners in computer, internet, information and media industries.
- Communications practitioners in all spheres - marketing, sales and customer service, personnel in system, equipment and solution providers.

PROGRAMME STRUCTURE

The 1-year Professional Diploma comprises seven modules, one of which is a management report. Each module consists of 10 sessions with a total of 30 contact hours, except for the management report. The management report serves to help consolidate learning and maintain motivation throughout the study.

All parts of the programme must be completed in sequence. The whole Diploma Programme constitutes 210-hours of post-experience diploma-level work. A diploma will be awarded upon successful completion of all modules.

FIRST TERM		
CT1	Communications Technology Overview	通訊科技總覽
CT2	3G Mobile and Wireless Technologies	3G 流動通訊技術
SECOND TERM		
CT3	Information Security	資訊保安
CT4	Broadband Services and Applications	寬頻服務與應用
THIRD TERM		
CT5	Telecom Markets in China and Asia Pacific	中國及亞太區電訊市場
CT6	Telecom Sales and Marketing Management	電訊銷售與市場管理
CT7	* Management Report	管理報告



Professional Diploma in Communications Technology

* The Management Report may be on any aspect of Communications Technology Management relating to students' career.

ADMISSION REQUIREMENTS 取錄資格

Applicants should fulfil the following requirements:

1. be secondary school or TI graduates;
2. possess 2 or more years of working experience preferably in IT and telecommunication industries;
3. have a reasonable command of English

FEE 費用 (Each Module)

HKMA Member: HK\$2,650

Non-member: HK\$2,800

Application Fee: HK\$ 100

* *Participants enrolling in module(s) / programme(s) commencing next year can enjoy the member rate only if they continue to subscribe for the HKMA membership the following year.*

LANGUAGE MEDIUM 語言

Cantonese (supplemented with English / Mandarin)

Course materials will be in English/Chinese.

YOUR ADVANCEMENT PATH 銜接學位課程

PDCT graduates are eligible to apply for the following programmes held in Hong Kong:

Bachelor's Degree

- **Bachelor of Business (Management) in Information Technology** offered in Hong Kong by Royal Melbourne Institute of Technology University, Australia in association with The Hong Kong Management Association.
 - 1 year part-time programme
 - 8 modules
 - local tuition, seminars and study group meetings*(PDCT graduates without additional academic/professional qualification are required to take a maximum of 6 additional subjects. An exemption up to 2/3 of the programme will be granted after completion of the subjects.)*

Master's Degree

- **Master of Management (Information Technology Management and General Management)**, offered in Hong Kong by Macquarie Graduate School of Management, Sydney in association with The Hong Kong Management Association.
 - 1½ year part time programme
 - 10 modules
 - face-to-face tuition and study group meetings*(PDCT graduates without additional academic/professional qualification should have 10 years working experience of which 3 years relevant management in their application for the Master of Management Programmes.)*

EXEMPTION 免修資格

Applicants who have completed similar programmes can apply for exemptions for up to 2 modules of the programme. The application form for exemption can be downloaded from our website WWW.HKMA.ORG.HK/PD/PDCT

COMPLETION OF A MODULE AND AWARD OF DIPLOMA 頒授文憑

Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to do so will disqualify the student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination. For the management report, the student is required to achieve a pass grade in the report.

Completion of the Professional Diploma in Communications Technology

Completion of the PDCT Programme requires participants to pass the continuous assessments and final written examinations of all seven modules in three consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Communications Technology.

Unsatisfactory Performance in a Module

On failing any one module at the first attempt, the student may sit once only for the remedial examination in the following term by paying a fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time for participants to complete the whole programme is 2 years.

CT1. COMMUNICATION NETWORKING OVERVIEW 通訊科技總覽

OBJECTIVES

This module provides an overall understanding on the basic principles of various communication networks in the current market - including public telephone network and data networks, various of broadband communication networks, and Internet/IP networks. It also covers their services to be offered; the strength and weaknesses will be discussed. 介紹當前市場上各種通訊網絡的基本原理—包括公共電話網絡和數據網和數據網，各種寬帶通訊網以及Internet 或IP 網絡。同時包括這些網絡提供的業務，和在技術層面上的優勢和弱點。

Contents

1. Communication Networks and Technologies Overview
2. Basic Transmission Networks
3. Traditional Fixed Network – Public Telephone Switched Network
4. Various Types of Data Networks – Frame Relay, Digital Data Network
5. Optical Communication Overview – WDM, CWDM and DWDM
6. Broadband Communication Networks – ATM and Digital Subscriber Line (xDSL) Technologies
7. Internet/ IP Networks – including Metro Ethernet, Metropolitan Area Network (MAN)
8. Latest Network Technology - MPLS Network
9. Comparison of Various Broadband Networks
10. Current Networks Deployments in the Market and Future Trends

CT2. 3G MOBILE AND WIRELESS TECHNOLOGIES 3G 流動通訊技術

OBJECTIVES

This module provides an overall understanding the mobile networks including the 3G next generation mobile networks under the international UMTS/IMT-2000 standards. Also, wireless LAN technologies are covered for participants to understand the impact on this latest wireless IP technology to 3G networks and how to complement with each other for different business services and applications to be existed.

介紹當前市場上各種無線網絡，包括採用國際 UMTS/IMT-2000 標準的 3G 下一代無線網絡原理。同時也介紹無線 WLAN 技術，目的是為使參加者能瞭解該最新無線 IP 技術對 3G 網絡的影響和在未來不同業務和應用上二者如何相互補充。

Contents

1. Mobile Communication Networks Overview
2. 3G Networks – Standards, Technologies and Services
3. How 3G Networks Deployment into Service Providers
3. Wireless LAN and MAN Overview – System Principles, Networks and Applications
4. Using Wireless LAN in SOHO, SME and Enterprise Networks
5. Current Wireless LAN/MAN Deployment and Problems in the Market
6. Comparison of Wireless LAN and 3G Networks
7. Future Trend of Wireless Network Technology

CT3. INFORMATION SECURITY 資訊保安

OBJECTIVES

This module provides an overall understanding of information security and its impacts during the data transmitted into the public networks, broadband networks or Internet networks. Also, it covers the basic understanding of networking security product deploying in the current market to avoid attacks, P2P/IM, spyware or virus/worm.

介紹信息安全網絡及其對數據在公共網絡，寬帶網絡或Internet 網絡傳送的影響。包括當前市場中為防止攻擊、P2P/IM、間諜軟件或病毒/蠕蟲而安裝的網絡安全產品的介紹。

Contents

1. What is information security?
2. Information Security Management Framework Security Policy Practices
3. Networks Security Technologies, Desktop Security, P2P, Virus, Worm and Spyware
4. Understanding Hacking Activities
5. Data security and Encryption Technologies
6. Security Issues for Most Current Communication Networks
7. Current Security Solution for Customers and Future Trends– What is the resolution and network designs to protect your network.

CT4. BROADBAND SERVICES AND APPLICATIONS 寬頻服務與應用

OBJECTIVES

This module includes advanced telecommunication network services and applications offering by most current telecom operators. It also covers the technology concepts; business models and its applications on how to gain revenue and profits in the commercial market.

介紹現在大多數電訊運營商提供的電訊網絡業務和應用，同時包括相關技術概念以及如何在現有市場中獲取收入和利潤的業務模式和應用。

Contents

1. New Networks Evolution
2. Multi-Services Access Networks in New Telecom Industry
3. New Generation Network (NGN) Overview
4. Voice and Data Applications – VoTDM, VoIP, VoDSL and etc.
5. Multimedia Services and Applications over Broadband Networks – Video streaming and Internet applications etc
6. MPLS Applications and Services – VPLS, VPWS, IP-VPN and etc.
7. Intelligent E-Building – Networks, Services and Deployment
8. Broadband Services Management
9. Current Limitations on Multimedia Services Offering - Quality of Services (QoS) Management

CT5. TELECOM MARKET IN CHINA AND ASIA PACIFIC 中國及亞太區電訊市場

OBJECTIVES

This module provides an understanding of telecommunication regulations, policies, broadband networks standards and services offering in China and other countries in Asia Pacific regions.

介紹中國和亞太區其他國家的電訊管制、政策、寬帶網絡標準及其業務機會。

Contents

1. Telecom Market in China
 - The changes of policy, regulations and MII structure in China Telecom Market
 - Current Telecom Operators and its Network Technologies in China - China Telecom, Unicom, Netcom and Railcom, etc.
 - Broadband Networks, Access Networks, Optical Networks and Wireless Networks Overview.
 - Business Opportunities, Market Scenarios and Strategies of China Telecom Operators after Deregulation.
 - Case Study and New trends of Technology in China Telecom Market.
2. Telecom Regulatory, Policy and Operators in Hong Kong
3. Broadband Network Standards, Operators, Services & Applications in Japan
4. Broadband Network Operators and its Services in Asia Pacific – Taiwan, Korea and ASEAN countries.

CT6. TELECOM SALES AND MARKETING MANAGEMENT 電訊銷售與市場管理

OBJECTIVES

Sales & Marketing Management is about market positioning, product marketing strategy, analysis of the competitive market situation, understanding of the market development in future, as well as the structure and team management of marketing and sales. All these elements are significant supports for a company to plan its business strategy in Telecom industry.

This module provides a broad overview of formulating sales strategy, achieving operation excel, managing marketing promotions effectiveness, assuring quality and accomplishing customer service excellence at retail level especially in IT/Telecom sectors.

介紹電訊市場及運營商的銷售和市場管理包括市場定位，產品市場策略，市場競爭分析，市場的未來發展以及銷售和市場的架構和團隊管理。這些是一個公司在電訊領域規劃其商務策略的必要元素。介紹如何在零售，特別是IT/電訊領域明確銷售策略、確立運營優勢、管理市場推廣效率、保證質量和實現滿意的客戶服務。

Contents

1. Retail Sales Strategy
2. Retail Operation Management
 - Resource Management
 - Performance Management
3. Retail Marketing Management
 - Display Management
4. Sales Management
5. Customer Service Management
 - Retail Service Standards
 - Retail Service Measurements

CT7. MANAGEMENT REPORT 管理報告



Writing the management report enables students to demonstrate their ability in applying their knowledge and skills in communications management and technology areas to a real situation, usually within their own organization or based on a new business idea. Under the guidance of a supervisor, students are required to write the report based on real-life situations or ideal systematic plans to be implemented in organizations after studying the six modules.

Course contents of all modules may be subject to change if required without prior notice.

LECTURERS 講師

All modules are designed and conducted by Consultants of Cell Technology Limited.

Cell Technology specializes in developing and organizing integrated marketing and technology training series on Telecommunications and Information Technology (IT) industries. Training and seminar programs are designed to provide business executives, managers and professionals with up-to-date information, and comprehensive view on the trends of telecom and latest technology developments in the networking industry. Our expert team composes of professional speakers who are the IT/Telecom industry veterans in Asian-wide telecom and related industries. They are industry experts in business services development, sales & marketing, financial planning, technology development, and network infrastructure & solution integration. Participants can keep abreast of latest developments in these areas and gain invaluable knowledge and insights from leading industry experts from business, marketing and technological perspectives.

ENQUIRIES 查詢

To make enquiries, please call 2774-8501/2774-8500 (Customer Service Department) during normal office hours. For course details, please contact Ms Joyce Fung on 2774 8537 or Mr Philip Lo on 2774 8509.

進修資助或貸款

1. 任職於中小企業之學員可申請「中小企業培訓基金」，最多可獲學費 70% 資助額，詳情請電工業貿易署，電話:2398 5126 或瀏覽網址：www.smefund.tid.gov.hk
2. 學員可向學生資助辦事處申請「免入息審查貸款計劃」，詳情請電學生資助辦事處，電話: 2150 6222，或瀏覽網址: www.info.gov.hk/sfaa，一般約需時 3 星期核准。