THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education and Executive Development
專業進修學院

SPEED

Application Form
報 名 表 格

[for admission to Continuing Education (CE) courses
申請報讀持續進修課程適用]

After reading the "Guide for Applicants" on the other page, please complete this form in English BLOCK LETTERS and put a tick "✓" in the appropriate boxes "☐".
仔細閱讀附頁的申請人須知後，請以英文正楷填寫本表格，並在適當的方格內填上剔號「✓」。

For Office Use Only

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SECTION 1 Course Particulars 報讀課程資料

Course Title
課程名稱: Professional Certificate in Strategic AI Integration for Digital Marketing and E-commerce

Course Code
課程編號: SPDQ5030

Class Code
班別編號: GA5F

SECTION 2 Personal Particulars 個人資料

Name (as shown on HKID Card/ Passport*)
姓名 (如香港身份證 / 護照*所示)
(English) (英文)
(Chinese) (中文)

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

Nationality
國籍

Gender
性別
☐ Male 男 ☐ Female 女

HKID Card/ Passport No.*
香港身份證 / 護照號碼*

Hong Kong Permanent Resident 香港永久性居民
(If no, please refer to point 3 on Guide for Applicants.)
(如否，請參閱申請人須知第3點)
☐ Yes 是 ☐ No 否

E-mail Address
電郵地址

Contact No.
電話號碼
(Mobile) (手提)
(Home/ Office) (住宅 / 辦公室)

Correspondence Address
通訊地址

Education (Highest Attainment):
教育程度（最高完成程度）：

☐ Primiary education or below 小學或以下
☐ Secondary education 中學
☐ Sub-degree 副學位
☐ Bachelor's degree 學士學位
☐ Master's degree or above 碩士學位或以上
☐ Other (please specify) 其他（請註明）

For SPEED student/ graduate or member of professional bodies, please provide the following information:
如你是本學院學生 / 畢業生或專業團體會員，請提供以下資料：

☐ SPEED Student/ Graduate 本學院學生或畢業生
(Student No.) (學生號碼)
(Programme Title) (課程名稱)

☐ Member of Professional Bodies 專業團體會員
(Member No.) (會員號碼)
(Name of Professional Bodies) (專業團體名稱)

** Please delete as appropriate. 請刪去不適用者*

SECTION 3 Qualifications & Working Experience 資歷及工作經驗

If the course you are applying for has specific entry requirements, please complete this section and attach the relevant supporting document(s). Otherwise, **your application for the course will not be processed**.
如你申請的課程有註明入學資格，請填寫此部分，並附上有關證明文件。否則**你於該課程的申請將不獲受理**。

Academic and Professional Qualifications 學歷與專業資格

Year of Award 頒發年份	Title of Award 學銜 / 專業資格	Awarding Institution 頒發機構

Working Experience 工作經驗 (Please attach the relevant supporting document(s). 請附上有關證明文件。)

From 由 Month月/ Year年	To 至 Month月/ Year年	Full-time 全職/ Part-time 兼職	Name of Organisation 機構名稱	Position 職位

SECTION 4 Payment Method for Course Fee 學費繳付方法

Please choose either one of the following methods and provide the information required: 請選擇以下其中一個方法及提供所需資料：

☐ Bank Draft/ Crossed Cheque No.
銀行本票 / 劃線支票號碼 _____

*For applying each course, please submit a bank draft/ crossed cheque (made payable to "**The Hong Kong Polytechnic University**") by post or by hand. Please write your name, the course code and class code at the back of the bank draft/ crossed cheque. Post-dated cheque will not be accepted.*
*每申請一項課程，請郵寄 / 親身遞交一張繳付學費的銀行本票 / 劃線支票，抬頭請寫上「**香港理工大學**」，並於銀行本票 / 支票背頁寫上申請人姓名、課程編號及班別編號。期票恕不受理。*

☐ Online Payment Portal (by FPS/ Visa/ Master/ CUP card)
網上電子繳費系統 (以轉數快/ Visa/ Master/ 中國銀聯卡繳付)

Payment Reference
繳費編號 _____
(as shown on the payment confirmation page)
(如繳款確認頁面所示)

*For applying each course, you may settle the course fee via Online Payment Portal by FPS/ Visa/ Master/ CUP card. Please click the direct URL link for online payment on the course web page and follow the instructions for payment. Upon successful payment, please print the payment confirmation page for record as **no separate hardcopy of payment receipt** will be issued for you.*
*每申請一項課程，你可透過網上電子繳費系統，以轉數快 / Visa / Master / 中國銀聯卡繳付學費。請於你欲報讀的課程網頁上，點擊指定付款連結，然後根據網頁上的指示，進行繳費。如成功繳費後，請列印繳款確認頁面以作紀錄，學院**不會另行發出學費收據**。*

SECTION 5 Other Information 其他資料

Other Information Relevant to This Application 其他相關資料 (Please use a separate sheet if necessary. 如不敷應用，請另備紙張填寫。)

How do you learn about this course? 如何得知此課程?

☐ SPEED Website/ Facebook/ Instagram/ E-mail*
本學院網頁 / Facebook / Instagram / 電郵*

☐ Online Advertisements (please specify)
網上廣告 (請註明) _____

☐ Friends/ Relatives
朋友 / 親戚

☐ Newspapers/ Magazines (please specify)
報紙 / 雜誌 (請註明) _____

☐ Leaflets
單張

☐ Partnering/ Supporting Organisation (please specify)
課程合辦 / 協辦機構 (請註明) _____

** Please delete as appropriate. 請刪去不適用者*

SECTION 6 Declaration 聲明

I authorise the School of Professional Education and Executive Development (SPEED) to use my personal data for the following purposes:
本人授權專業進修學院使用本報名表格內的個人資料作以下用途：

1. processing my application for admission. My personal data will be transferred to the student record system when I am offered a place of study. The data will also be used by relevant offices within The Hong Kong Polytechnic University (PolyU) and the College of Professional and Continuing Education (CPCE), SPEED and partnering institutions in offering the course I have enrolled on, if any, in activities in support of my study at SPEED.
處理申請入學之用。若獲得學院取錄，本人的資料將會轉為學生紀錄。香港理工大學及專業及持續教育學院之有關部門、專業進修學院，以及課程的合辦機構（如有）將使用本人的資料於有關教學事宜上。
2. statistical and research purposes. 統計及研究用途。
3. delivering to me the announcements of SPEED, CPCE and other faculties/ departments/ offices of PolyU and other promotional information related to activities, programmes, and benefits and services. My personal data including name, e-mail address, correspondence address, telephone number and fax number may be used for this purpose.
給本人發放專業進修學院、專業及持續教育學院和香港理工大學其他學系 / 部門的通訊，以及活動、課程、優惠及服務的推廣資訊。本人的個人資料包括姓名、電郵地址、通訊地址、聯絡電話號碼及傳真號碼有可能用作此用途。
[If you do not wish to receive information as stated in item 3 above, please put a tick '✓' in the box on the right.
如 閣下不欲收到上述第3項的資訊，請於右方的空格填上「✓」符號。] ☐

I declare that all particulars given in this form are true and correct to the best of my knowledge and understand that provision of any false and misleading information will lead to disqualification of my application and enrolment on the course. Any fees paid will not be refunded.
本人謹此聲明，此表格內所填報各項資料，均屬真實無訛。如有任何虛報或誤導資料，則本人的課程申請及學位均會被取消。所有已繳費用概不退還。

I have read all the details above and understand the declaration I made (including the arrangement on the use of personal data).
本人已閱讀以上各項細則，並明白本人所作出之聲明（包括使用個人資料的安排）。

Signature 簽署 _____ Date 日期 _____

Guide for Applicants

[for admission to Continuing Education (CE) courses]

How to enrol

1. Application forms can be downloaded from School's website at www.speed-polyu.edu.hk.
2. Please submit one application form and settle the course fee by bank draft/ crossed cheque/ Online Payment Portal for each course applied. For details of payment methods, please refer to Section 4 of this application form.
3. Non-permanent residents of Hong Kong Special Administrative Region (HKSAR) holding
   (i) work visa/ entry permit; OR
   (ii) visa/ entry permit under the Immigration Arrangements for Non-local Graduates (IANG) (except those from Mainland, Macao and Taiwan); OR
   (iii) dependent visa/ entry permit (except those from Mainland, Macao and Taiwan),
   issued by the Director of Immigration of HKSAR Government may enroll in short-term courses in SPEED without seeking prior approval from the Director of Immigration.
   These applicants are required to attach a copy of their identity document(s) and the valid visa/ entry permit to their application. On admission, they will be required to provide the original identity document(s) and visa/ entry permit for verification. Throughout the course of study, it is the responsibility of individual students to ensure that their identity documents and visas/ entry permits are valid.
   Other non-local applicants can neither be registered as students nor commence their studies on the short-term courses in SPEED.
4. Applications should be submitted on or before the deadline for application via one of the following means -
   (a) By post: Submit the completed application form, supporting documents (if applicable) and a copy of your valid visa/ entry permit (if applicable) together with the bank draft/ crossed cheque/ payment confirmation page (for online payment) to **CPCE Academic Registry - Continuing Education, Room N301, 3/F, North Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong**.
   (b) By e-mail (for application with payment settled via online system only): Submit the completed application form, supporting documents (if applicable) and a copy of your valid visa/ entry permit (if applicable) together with the payment confirmation page by e-mail to **ce.car@speed-polyu.edu.hk**.

Closing date for application

5. Unless otherwise specified, the closing date for application is normally 3 weeks before the commencement date of the course. Late application may cause cancellation of courses due to insufficient applications. Early application from applicants will be appreciated.

Notification of application results

6. Applicants will be notified the results of their applications in writing by the School. Please contact the School if you do not receive any notification 1 week before course commencement.
7. For unsuccessful applications, course fees paid will be refunded to the applicants.

Refund policies

8. According to the School's Refund Policy, ***course fees paid are normally not refundable*** , except cases of unsuccessful applications/ course cancellation. Fees paid and places allocated are not transferrable.
9. For payment made via Online Payment Portal by FPS/ Visa/ Master/ CUP card, the course fee paid will be refunded via FPS/ to the respective Visa/ Master/ CUP card. For payment made by bank draft/ crossed cheque, the bank draft/ crossed cheque will be returned to the applicant by ordinary mail. If the applicant does not receive the refund ***4 weeks after receipt of "Notification of Refund"*** , please check with the School at 3746 0360.

Certification

10. (a) Continuing Education (CE) Courses not leading to a qualification
    Upon completion of a course, a Certificate of Attendance or Certificate of Completion will be issued to a participant who has satisfied the attendance and/or coursework/ participation requirements of the course. The type of certificate to be issued and the corresponding requirements have been specified in the course leaflet/ outline.
    (b) Continuing Education (CE) Courses leading to a qualification
    Upon completion of a course, a respective Certificate will be issued to a participant who has successfully completed all the assessments and other requirements of the course as specified in the course leaflet/ outline. For courses consist of an examination, the examination will normally not be re-arranged for those absent from the examination. There is also no re-examination for those who failed the examination.
11. Eligible students will be notified in writing by the School for collecting the Certificate at the SPEED office.
12. No certificate will be re-issued. If you need additional certification that you have completed a course, you may apply in writing and pay a fee of HK$100[#].

Use of Information

13. Personal data provided as part of an application for admission will, during the admission process, be used solely for the purpose of admission, and in this connection the data will be handled by relevant offices within The Hong Kong Polytechnic University (PolyU), the College of Professional and Continuing Education (CPCE), SPEED and other partnering institutions in offering the course, if any.
14. Application documents and other related information of unsuccessful applicants will be destroyed three months after the course commencement.
15. Application documents of successful applicants will become part of the student file and the data will thereafter be handled by SPEED, CPCE, other faculties/ departments/ offices of PolyU and other partnering institutions in offering the course, if any.
16. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the rights to request access to, and the correction of, their personal data. Applicants wishing to get access or make corrections to their personal data should submit written requests to SPEED.

Enquiries

17. All enquiries should be directed to:

CPCE Academic Registry - Continuing Education (CAR-CE)
Room N301, 3/F, North Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road,
Yau Ma Tei, Kowloon
Tel: 3746 0360
E-mail: ce.car@speed-polyu.edu.hk
Website: www.speed-polyu.edu.hk

Office Hours
Mondays to Fridays : 8:30 am - 5:30 pm
Closed on Saturdays, Sundays and Public Holidays

[#] *Subject to change without further notice.*

The School reserves the rights to cancel any courses, and to make variations to the schedules, venue, contents and mode of delivery of the courses offered. In the event of any discrepancy of interpretation between any printed English statement and its Chinese translation in this Guide, the English version shall prevail.

申請人須知

[申請報讀持續進修課程適用]

報名手續

1. 報名表格可從本學院網頁下載（網址：www.speed-polyu.edu.hk）。
2. 每申請一項課程，須呈交一張報名表格，並以銀行本票 / 劃線支票 / 網上電子繳費系統，繳付課程學費。有關付款方法，請參閱本表格第4部分。
3. 非香港永久性居民但持有由香港特別行政區政府入境事務處（香港入境處）處長簽發以下簽證 / 進入許可標籤的人士，毋須事先經香港入境處處長批准，亦可於本學院修讀短期課程：
   (i) 來港工作簽證 / 進入許可標籤；或
   (ii)「非本地畢業生留港 / 回港就業安排」簽證 / 進入許可標籤 (內地、澳門及台灣人士除外)；或
   (iii) 受養人簽證 / 進入許可標籤 (內地、澳門及台灣人士除外)。
   上述申請人須在遞交申請表時，同時附上有關身份證明文件及簽證 / 進入許可標籤副本，並在入學時提供有關身份證明文件及簽證 / 進入許可標籤正本予以核實。
   學生有責任確保在學期間持有有效的身份證明文件及簽證 / 進入許可標籤。
   其他非本地申請人，不能註冊為本學院短期課程學生及修讀短期課程。
4. 你必須在課程截止申請日期或以前經下列其中一個方式遞交入讀申請：
   (a) **郵寄遞交**：將填妥的報名表格、有關證明文件（如適用）及簽證 / 進入許可標籤副本（如適用）連同銀行本票 / 劃線支票 / 繳款確認頁面（網上繳費）交回**香港九龍油麻地海庭道9號香港理工大學西九龍校園北座3樓N301室CPCE 教務處—持續進修**。
   (b) **電郵（只適用於以網上系統繳費的申請）**：將填妥的報名表格、有關證明文件（如適用）及簽證 / 進入許可標籤副本（如適用）連同繳款確認頁面，電郵至 **ce.car@speed-polyu.edu.hk**。

截止報名日期

5. 除特別註明外，課程截止報名日期一般為開課前3星期，但申請人應盡早報名。報名延誤可能引致課程因人數不足而被取消。

通知申請結果

6. 學院將以書面通知申請人有關的申請結果。若申請人於所報讀課程開課前1星期仍未收到通知，則應自行向學院查詢。
7. 申請若不被接納，學費會全數退還申請人。

學費退還

8. 按照學院學費退還的政策，除申請不獲接納或所選的課程取消外，**所有已繳學費恕不退還**。學費及學額亦不可轉讓他人。
9. 如透過本學院的網上電子繳費系統，以轉數快/ Visa/ Master/ 中國銀聯卡繳付學費，學費將全數以轉數快退還或退回該Visa/ Master/ 中國銀聯卡。
   如以銀行本票 / 劃線支票繳付學費，本學院會以平郵方式退還銀行本票 / 劃線支票。若申請者於**收到學費退還通知書4星期後仍未收到有關退款**，請致電學院辦事處查詢（電話：3746 0360）。

證書

10. (a) 持續進修（非學歷）課程
    修畢課程後，符合資格的學員可獲本學院頒發出席證明 / 結業證書。獲頒發的證書類別及其要求已詳列於課程簡介或單張上。
    (b) 持續進修（學歷）課程
    修畢課程後，符合資格的學員可獲本學院頒發持續進修學歷證明書。獲發證書的要求已詳列於課程簡介或單張上。部分課程設有考試。一般而言，學員缺席考試，將不獲安排延考。成績未符合格要求者，亦不會有重考安排。
11. 本學院會以書面通知符合資格的學員到學院辦事處領取證書。
12. 所有證書將不予補發。若學員需要本學院另行證明其完成某課程，可以提出書面申請。每張證明收費港幣一百元正#。

申請資料的用途

13. 本報名表格內的個人資料僅供香港理工大學及專業及持續教育學院之有關部門、專業進修學院，以及課程的合辦機構（如有）作處理申請入學事宜之用。
14. 如入學申請不獲接納，本學院將於開課後三個月銷毀有關的報名表格及個人資料。
15. 成功申請者的個人資料將會存入學生檔案，並由專業進修學院、專業及持續教育學院、香港理工大學有關學系 / 部門，以及課程的合辦機構（如有）處理。
16. 根據個人資料（私隱）條例，申請者有權查閱及更改其個人資料。申請者如須查閱或更改其個人資料，請來函本學院。

查詢

17. 查詢請逕達：

CPCE 教務處 — 持續進修
香港九龍油麻地海庭道9號香港理工大學西九龍校園北座3樓N301室
電話：3746 0360
電郵：ce.car@speed-polyu.edu.hk
網頁：www.speed-polyu.edu.hk

辦公時間
星期一至五 ：上午8時30分至下午5時30分
星期六、日及公眾假期休息

#如有調整，恕不另行通知。

學院有權修訂上課時間、地點、內容及授課形式等課程細則，並保留取消課程的權利。申請者須知中文譯本如與英文原文有歧義，概以英文為準。