



塑造專業形象工作坊

Professional Image and Presence Course

課程簡介 Course Introduction

在商業社會裡，第一印象的重要性是不容置疑的。我們如何能在短短幾分鐘的交談中取得客戶或是面試者的信任？前線員工的形象對於公司的公眾形象是不是唇齒相依？懂得塑造專業形象和個人品牌化可以幫助你應付不同的社交場合需要，營造自己獨特，自信和專業的外觀打扮。本課程可以幫助學員了解形象細節，令自己在芸芸對手中脫穎而出。

We all agree that the first impression is everything when starting a great conversation in business, but how can you gain trust from customer or interviewers within minutes of first interaction? Is it important for your frontline staff to project the brand identity of your company? Master the art of professional business image and personal branding can adapt dynamically to meet the needs in different situations, allowing oneself to dress and groom the unique best, confident and professional. This program can help participants recognize image details that distinguish oneself from the competition.

教學目標 Objectives

透過課堂學習、討論、模擬練習、個案分析和角色扮演等，讓參加者掌握塑造專業形象技巧，踏上成功路。

- 明白外觀打扮的重要性
- 意識到專業形象對自身的事業和公司發展的幫助
- 由內而外建立一個良好的第一印象
- 懂得於不同的商務場合作出合適的穿著打扮，運用正確的身體語言和聲調來營造正面印象
- 應用形象提升來鞏固自身的專業形象
- Understand the importance of visual image
- Be aware of the benefits of creating one's professional image for career and the company
- Be able to build a positive first impression through both inner and outer elements
- Be able to dress and groom well for different business situations, manage body language and vocal expression to create positive impression
- Apply personal image power-up advice to enhance personal professional image

課程大綱 Course Outlines

<ol style="list-style-type: none">1. 視覺形象的重要性<ul style="list-style-type: none">- 什麼是專業形象- 個人形象與企業形象的互相配合2. 精明地選擇衣著打扮出席不同的商務場合<ul style="list-style-type: none">- 不同穿著的標準/商務正裝/商務休閒/時尚休閒3. 商務儀容標準<ul style="list-style-type: none">- 整體儀容貼士/個人衛生和體味控制4. 時下商務穿著指引<ul style="list-style-type: none">- 各種穿著要求的細節/顏色/風格/面料/合身剪裁- 配搭方法指引及不同場合的配飾佩戴	<ol style="list-style-type: none">5. 在商務交流中運用身體語言和正確聲調贏得別人的信任<ul style="list-style-type: none">- 操控 5 種非語言溝通技巧6. 個人形象提升建議<ul style="list-style-type: none">- 導師會對學員提供專業建議，包括色彩分析，髮型和穿著風格7. 購買建議<ul style="list-style-type: none">- 提供購買合適衣飾的推介店鋪和品牌
---	---

1. The important of visual image - What is professional image - Align personal image and corporate image 2. Dressing right, dressing smart in every business occasion - Introduction of dressing code for different business occasion - Business formal / Business casual / Smart casual 3. Business grooming standards - Grooming tips from head to toe - Personal hygiene and use of fragrance 4. Contemporary business dressing guides - Dress details of formal suits, business casual and smart casual / Color / Styles/ Fabrics/ Correct fit - Mix and match guidelines and accessories for different occasions	5. Use of body language and voice during business interaction and win trust from others - Master 5 tips to empower non-verbal communication 6. Personal image power-up advice - Facilitator will give constructive feedback to participant on professional business image which include color analysis, hair style and dressing style 7. Shopping Tips - Purchase the appropriate clothing based on different styles, with price range recommendation
--	---

教學對象 Target Audience

經常與外界，客戶和業務夥伴接觸，和準備求職面試之人士或任何對本課程感興趣的人士
Anyone who needs to meet with external parties, including customers and business partners and job seekers who need to attend job interviews or anyone who are interested in this course.

授課語言 Medium of Instruction

廣東話 Cantonese (輔以中文或英文教材 Materials in English or Chinese)

報名地點 Venue for Enrollment

澳門氹仔偉龍馬路澳門科技大學 O 座二樓持續教育學院
2/F Block O, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau

上課地點 Venue for Class

澳門氹仔偉龍馬路澳門科技大學 (確實地點將於確認開課時以手機短訊通知)
Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau (Classroom number will be notified after the course is confirmed to commence.)

上課日期 Course Date & Time

課程編號 Course code : 1801280184-0	15 & 22 September 2018	週六 Sat 09:00-12:00; 12:05-13:35	總課時 9 小時 Total 9 hours
------------------------------------	------------------------	------------------------------------	---------------------------

課程費用 Tuition Fee MOP 1,980

收生名額 Class Size 10 people

* 報名注意事項 Enrollment Notes *

報名時間：星期一至五(9:00 - 20:00)、星期六(9:00 - 13:00) [公眾假期除外]

Operation hours: Monday to Friday (9:00 – 20:00) ; Saturday (9:00 - 13:00) [Close at Public Holidays]

1. 首次報讀本院短期課程者，請先登入網上報名系統（網址：<https://scs.must.edu.mo/oasc/PersonalInfo.do>）或掃描以下的QR Code，選擇 **<其他個人服務>** 類別，預先登記個人資料（不需上傳身份證），填妥資料後，帶備身份證正、副本至本院辦理報名。

For those who enroll for our courses for the first time, please go to <https://scs.must.edu.mo/oasc/PersonalInfo.do> or scan the QR Code below, choose the category of **<Other Personal Services>**, and input personal information (no need to upload ID copy). After registration online successfully, please come to our school to make payment. You should bring along with your ID card and copy.

2. 報讀者可以現金/本票或劃線支票（抬頭請寫“澳門科技大學持續教育學院”或“SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”）繳付學費及材料費，**現金收費上限為澳門幣/港幣 5,000 元**。
Tuition fee and materials fee (if any) should be paid by cash or by cheque/Cashier Order (Please make payable to “SCHOOL OF CONTINUING STUDIES MACAU UNIV. OF SCIENCE AND TECHNOLOGY”). **Cash is accepted for payment of not more than MOP5,000.**

3. 所有費用一經繳交，恕不退還（本院取消開辦該課程除外）或轉讓。

All payment made is not refundable (except that the course is cancelled by the School) or transferable.

4. 如課程報名人數不足，本院保留課程取消或延期的權利。

The School reserves the right to cancel or postpone the courses if minimum class size is not reached.



查詢 Enquiries

Tel: 8796 1998

Email: scs@must.edu.mo

Website: <http://www.must.edu.mo/scs/diploma-certificate-programs>

- 持續教育學院致力開拓終身學習機會，如欲收到本學院之課程資料，可發電郵至 scs@must.edu.mo，並提供閣下之電郵地址，標題主旨為“加入通知群組”。

The School of Continuing Studies develops life-long learning opportunities. Should you wish to receive information on our programs / courses, please send us an email (to scs@must.edu.mo) stating your email address in your email and “Join the mailing list” in the Subject line.

- 我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。
We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.