

香港工商管理 第三天活动报导 Hong Kong Business Administration Day 3

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國際部學務處
DSA, Int. Dept.
2019.1.29

Curriculums of today

今日课程

At 9:00 am, two teachers and six students arrived at Convoy company. Today's business management course will begin here.

行程第三天:上午9:00, 两位老师与六名学生抵达康宏公司, 今日工商管理课程将在此展开, 上午是康宏的战略管理分析, 下午是一带一路的影响、案例分析以及小组讨论。



Introduction to the tutor

导师介绍

Communications between the team members and the assigned tutor.
小组导师分配及各导师与组员相互交流，建立群组，接下来的课程，将由导师全程指导学员完成。



Strategic Management Analysis

战略管理分析

The company director explained the basic concepts of financial management and the purpose and form of financial management. The students listened carefully!

公司总监为同学们讲解理财的基本概念及理财的目的与形式。同学们听得聚精会神！

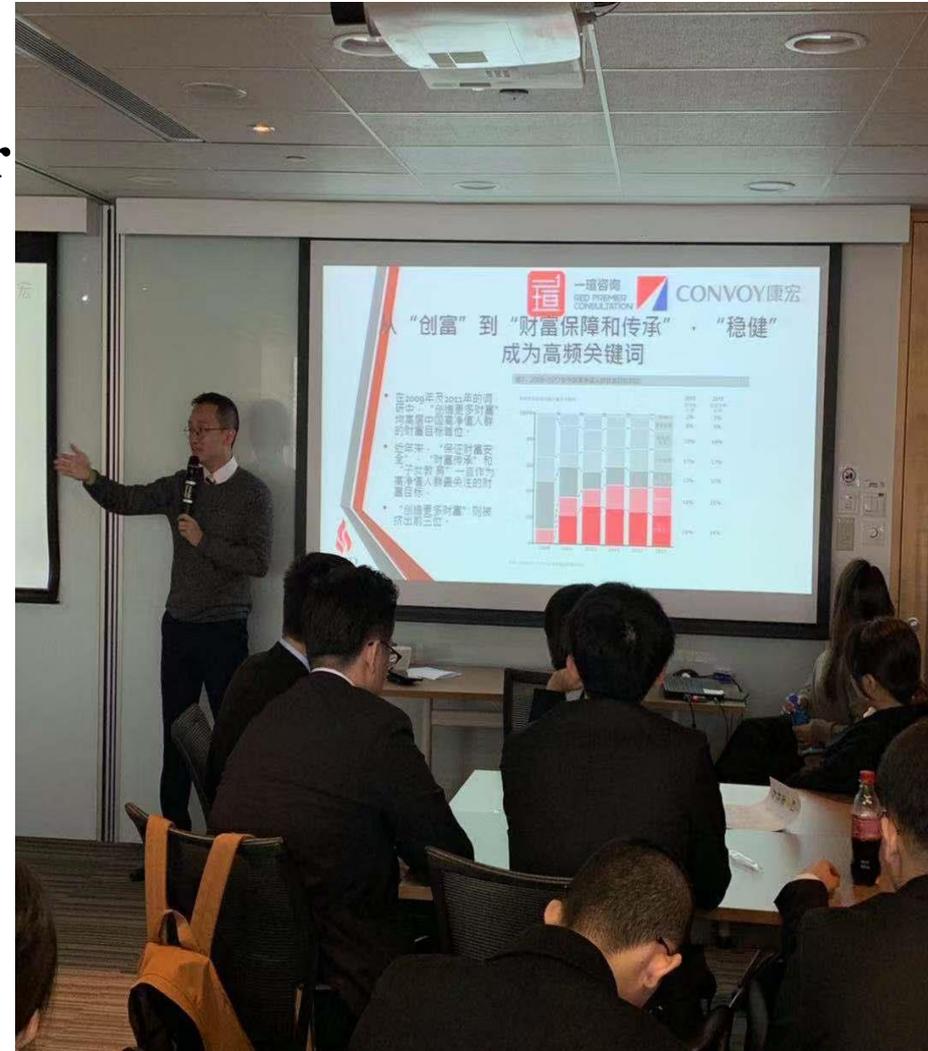


Strategic Management Analysis

战略管理分析

Analysis on high-income people's distributions and attitudes on their properties in recent years.

继续分析高财富人群对自己财产最近几年的分布变动和态度。



Course conclusion

课程总结

Representatives from each group summarized the core content of the first half course.

各小组代表分别对上半场课程的核心内容做出了总结。



Groups Photos with the tutors 组员与导师合影



Case analysis

案例分析

Analysis on the background of One Belt One Road and its influences on mainland China and HK. The students freely voice their opinions on the influences on One Belt One road.

老师分析一带一路的背景及其对中国内地和香港的影响，同学们积极地表达自己对于这件事的看法。



Case analysis

案例分析

The tutor give instructions to SWOT Business Analysis Method. The Students analyzed the advantages and disadvantages and opportunities and threats of WeChat APP through this method. 老师介绍了SWOT企业分析法，同学们通过该方法分析微信的优势与劣势、机会与威胁。



小知识：SWOT分析方法是一种根据企业自身的既定内在条件进行分析，找出企业的优势、劣势及核心竞争力之所在的企业战略分析方法。其中战略内部因素（“能够做的”）：S代表strength（优势），W代表weakness（弱势）；外部因素（“可能做的”）：O代表opportunity（机会），T代表threat（威胁）。

The gains of the students

学生心得

James: Through today's study on strategic management analysis , inheritance tax, trust institution and case analysis on One Belt One road, I have a preliminary understanding of accounting law and trust institutions. Jack, the handsome instructor ,also let me know that the clients can withdraw money from the trust or set a specific amount for their next generation. If the beneficiary dies and there are no other beneficiaries, the next generation of the beneficiary can enjoy the benefits left behind. I really learned a lot !

申嘉乐：通过今天对康宏公司战略管理分析及遗产税、信托等的学习以及一带一路的案例分折，我对会计法、信托机构有了初步的了解。帅气的Jack导师也让我了解到了委托人是可以从信托中将钱取出，或暂设一个特定的金额给自己的下一代作为受益人使用。如受益人死亡，无其他受益人，则受益人的下一代可以享受其留下的利益。今天收获满满！

Thank you for watching
感谢欣赏，未完待续.....



To be continued....