2020寒假项目时间

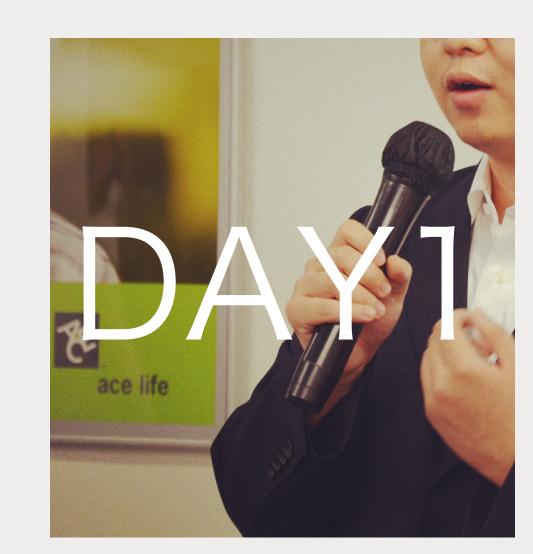
■项目时间

第一期/01月12日-01月18日

第二期/01月15日-01月21日

第三期/02月02日-02月08日

第四期/02月09日-02月15日



Noon

Gathering at Hotel lobby Sign up by XHES Company Staff Afternoon Hotel Check in Gathering time Free time HK

Night

XHES IBEP Orientation & Introduction Orientation by Group leader Team Building Team Member introduction Team social activity Preparing handing in assignment Sell evaluate report Mainland China Bank research & Analysis Business Case Study Brian storming



Morning

Gathering in the hotel lobby Team build tour in HK University or company Manager member Welcome Ceremony **IBEP** Objective Orientation of the Company Position ING unique value Basic staff rule Tutor Introduction Consultants' introduction Assignment hand in

Afternoon

HK market basic Comparison between HK and China or Global and HK analysis HK economic and financial tools basics Mentor and Student Session

Afternoon

Team internship with consultant

Discussion (vs. China Markets) Group Study & Planning Framing the Problem for the Case Study Plan Competitive Problem Organizational Problem Financial Problem Operational Problem Designing the Analysis Framing Designing Gathering Interpreting Tool Kit Guidelines: How to plan & Execute A Successful Fund Lunch How to Write Features & Benefits Press Release Guidelines **Product Naming Guidelines** Top Ten Product Launch Plan



Morning

Basic Financial Planning Wealth Management Concepts Time value of money (Inflation Effect) Time effect and compound interest Risk diversification Asset allocation

Product Introduction

Afternoon

Basic Plus Information Global Operation methods **Customer Demand** Competitive Advantages Five Strength model analysis Marketing Budget Mentor and Student Session Discussion with Students about Basic plus and its application

Evening

Finish Assignment

Strategic Options for Entering and Competing in international Markets **Exports Strategies** Licensing Strategies Franchising Strategies **Acquisition Strategies** Greenfield Venture Strategies Alliance and Joint Venture Strategies Approaches



Morning Global Investment

Funds Knowledge

Basic fund knowledge What are funds? Operation of the Fund The global fund environment The world biggest fund organization Global fund competition Dollar Cost of averaging Theory and Selling Point Hot Fund Introduction First State China Growth **Product Introduction** I Master investment platform

Fund Switching Simulation Game

Identify long term debt out cash flow income

Basic information provide

Cash flow

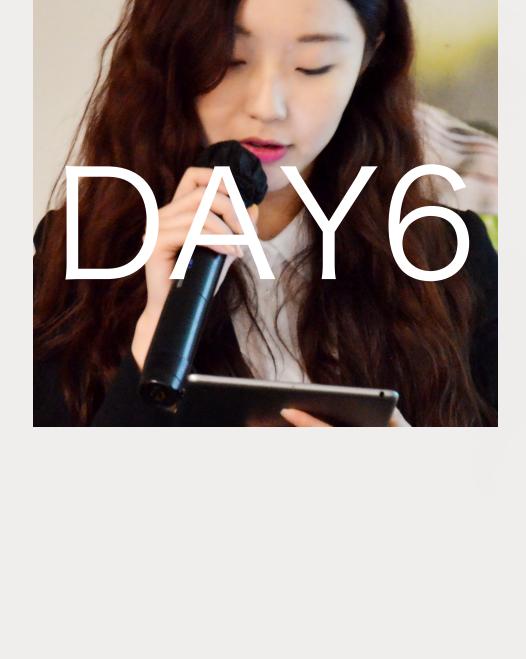
Afternoon I master

Information

Global Operation methods Product concept **Customer Demand** Competitive Advantages Five Strength model analysis Marketing Budget Mentor and Student Session Discussion with Students about I master and its application



Study Statements that determine to asset cash flow and debt Identify the statement result, increase or decrease your cash flow, capital gains, divided, and rental fees When to reduce the debt, increase the debt How to deal with emergency situation How to maintain the generated cash flow and Assets Communication skill and rapport building -Personal Character Classify &Identify -Personal Characters affection -Characters in communication Process -body Language and Eye Contact Building -Responds for characters in communication -Ice Break skills and attitude Case Study Presentation plan Presentation time line Generator Competitive elements comparison Press Release Background Document Financial Centre Tout & ING office tour Mentor and Student Session



Mentor and Student Session Case Study Presentation Gathering the data

Morning

Accomplish and print the Case Study Presentation Launch Features & Benefits Preparation for Case study Competition feature Matrix SWOT Analysis Preparation for Positioning statement &Matrices Preparation for case study presentation Afternoon Managing the Team

Financial Center tour and ING office tour

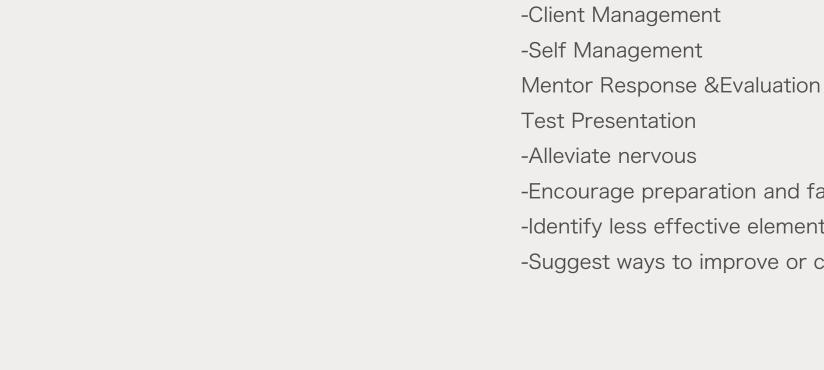
-Team Presentation Rehearsal in Real time -Strength the final presentation

Evening

cussed in the previous workshop -Review the presentation basic structure: Intro. Main Content Summing up the ending

-Review and Practice the elements dis-

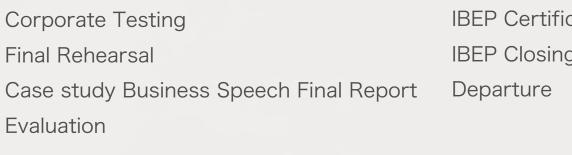
Mentor Response&Evaluation-2



Morning

-Team Management

Test Presentation -Alleviate nervous -Encourage preparation and familiarity -Identify less effective elements -Suggest ways to improve or clarify



IBEP Certificate and Award Ceremony

Afternoon

IBEP Closing Red wine salon ceremony

