

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

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
Finish Assignment



Morning

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

Evening

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

Afternoon

Product Introduction
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



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

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



Fund Switching Simulation Game
Basic information provide
Identify long term debt out cash flow income
Cash flow
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 Tour & ING office tour
Mentor and Student Session



Morning

Financial Center tour and ING office tour
Mentor and Student Session
Case Study Presentation
Gathering the data
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

Evening

Mentor Response&Evaluation-2
-Team Presentation Rehearsal in Real time
-Strengthen the final presentation
-Review and Practice the elements discussed in the previous workshop
-Review the presentation basic structure: Intro.
Main Content Summing up the ending

Afternoon

Managing the Team
-Team Management
-Client Management
-Self Management
Mentor Response & Evaluation
Test Presentation
-Alleviate nervous
-Encourage preparation and familiarity
-Identify less effective elements
-Suggest ways to improve or clarify



Morning

Corporate Testing
Final Rehearsal
Case study Business Speech Final Report
Evaluation

Afternoon

IBEP Certificate and Award Ceremony
IBEP Closing Red wine salon ceremony
Departure