



實用英語商業寫作 Practical English Business Writing

客戶 Client :

《財富》500 強之一的國際工程公司
A Fortune 500 international engineering company

培訓方式 Training Approach:

- ◆ 18 授課小時
18 lecture hours
- ◆ 導師於課堂上分析公司通信和評論學員的寫作習作
Analysing company correspondence and giving feedback on learner's writing assignment

課程評估 Assessment:

多個書寫習作
Writing Assignments

證書頒發 Award:

結業證書
Certificate of Attainment

重點題目 Major Topics

- ◆ 商業寫作技巧 Business Writing Techniques
- ◆ 通告、電郵和書信寫作 Memo, E-mail & Letter Writing
- ◆ 報告寫作 Report Writing
- ◆ 建議書寫作 Writing Convincing Proposals

企業資本經營實戰總裁班 Corporate Capital Management for Senior Management

客戶 Client :

中國湖南省各大中型企業高層管理人員
Senior management from large and medium-sized enterprises in Hunan Province

培訓方式 Training Approach:

- ◆ 24 授課小時
24 lecture hours
- ◆ 教學方法包括演示、個案分析和小組討論及香港企業實地參觀考察
Teaching includes lectures, case study, group discussion and field visits
- ◆ 由資深企業代表或學者講授
Taught by business representatives and scholars

證書頒發 Award:

出席證書
Certificate of Attendance

重點題目 Major Topics

- ◆ 金融形勢分析 Financial Situation Analysis
- ◆ 私募股權投資 Private Equity Investment
- ◆ 財富管理與資產配置 Wealth Management and Asset Allocation
- ◆ 香港金融機構訪問交流 Field visits to Hong Kong Financial Organizations

