

Course Outline 課程簡介

Board's Role in Shaping Business Model in a Fast Changing Environment – Case Illustrations

董事會在快速變化之環境下塑造業務模式的角色 – 個案分析

- What factors the board of a company has to take into consideration in formulating a successful Business Model in this turbulent time
 - The interaction between the Board and Management of a company in delivering and implementing the Business Model
 - Case studies: How some large companies shape their Business Models in a fast changing operating environment
 - Takeaways – Lessons to learn from past experiences and implication for board members of Hong Kong companies
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- 處於現今變化急劇的情況下，香港董事會在制定成功之業務模式時，需考慮何種因素
 - 在推行業務模式時董事會及管理層之互動
 - 個案分析：一些大企業如何在急劇變化之營運環境下塑造營運模式
 - 經驗總結及其對香港企業董事局之啟發