

企業培訓

Corporate Training



Trade Treasure

Trade Treasure (2T) is an innovative initiative of VTC's Academies of Professional Partnership (A2P), developed through the concerted efforts of a newly-formed strategic alliance with major chambers of industry and commerce, trade associations and professional bodies. 2T is a knowledge bank of authentic practical business management cases, drawn from a wide spectrum of industries and corporations, and transformed into interactive learning materials tailored for the professional development needs of in-service personnel. It is a great treasure from which you can acquire relevant and real-life learning experiences for meeting contemporary challenges adaptively.

2T Tailor-made

- Choose the most relevant topic
- Define the appropriate level for your staff
- Set your course duration
- Select your date and place

2T Options

- Contrast two cases in similar topics
- Provide off-site residence
- Jointly issue a certificate with your corporation
- Feedback on participants' performance
- Develop action plan based on your training topic

2T Deliverables

- Management training
- Strategy development
- Corporate retreat
- Process re-engineering
- Team building

分類	企業個案研習
策略管理 Strategic Management	家族管理營商訣竅 Passing on the family secret recipe <i>Lee Kum Kee International Holdings Ltd. 李錦記國際控股有限公司</i>
廣告及宣傳 Advertising and Promotion	閃閃生光的全球推廣策略 Unfolding glittering elegance around the globe <i>WCJ(Holdings)Co. Ltd. 榮昌國際(集團)有限公司</i>
市場策略 Marketing Strategies	在線市場策略 Marketing strategies - Online VS Offline <i>Baby- Kingdom.com Limited 親子王國有限公司</i>
品牌管理 Brand Management	如何透過忠誠策略建立強勢品牌 Turning Chinese medicine into healthy munchies <i>Hoi Tin Tong Company Limited 海天堂有限公司</i>
品牌管理 Brand Management	品牌復興 Brand revitalization <i>Fairwood Holdings Ltd. 大快活集團有限公司</i>
人力資源管理 Human Resources Management	策略性才能管理 A strategic approach to talent management <i>New York Life Insurance Worldwide Ltd. 紐約人壽環球保險有限公司</i>
供應鏈管理 Supply Chain Management	供應鏈管理之營銷需求管理 Business exponential growth through supply chain management <i>MEKIM Ltd. 美儉有限公司</i>
中國內銷市場 China Market	連鎖甜品店中國市場拓展之術 A dessert chain store that expands with dedication and trust in China <i>Hong Kong Honeymoon Dessert Group 香港滿記甜品集團</i>
商業組織 Business Organisation	以優質企業管治，強化公關新動力 Corporate Governance: More than a PR Campaign <i>CLP Holdings Limited 中電控股有限公司</i>

English Language Programmes

Code 編號	Course Information 課程資料	Remarks 備註
1327	Interrogation and Statement Taking skills 調查員會面策略及技巧	廣東話教學
051L	中文商務應用文寫作 (Mainland style)	廣東話或普通話
026L	中文公函寫作技巧 (Mainland style)	廣東話或普通話
027L	中文語法速成 (Mainland style)	廣東話或普通話
053L	企業普通話 (課堂 + 網上學習)	普通話教學
037L	Customer Services English for Call Centre staff	Native English Teacher
047L	English Minute Writing Skills	Native English Teacher
048L	Effective Report / Proposal Writing Skills	Native English Teacher
1205	Effective Business English Communication Skills	Native English Teacher
1396	Project Management (PMP) Overview (1 day)	Cantonese or English

Remarks

The above titles are just some previous examples we have provided to our corporate users, the list is not exhaustive in any way. We are able to customise your training programmes to fully meet with your business and people development needs.

Enquiry

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