

# Course objectives:

- Subjects introduction
- Bridging NSS Curriculum

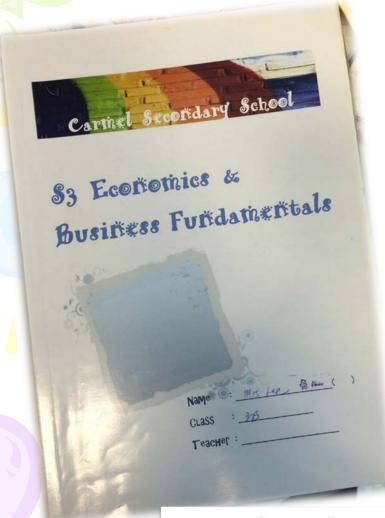


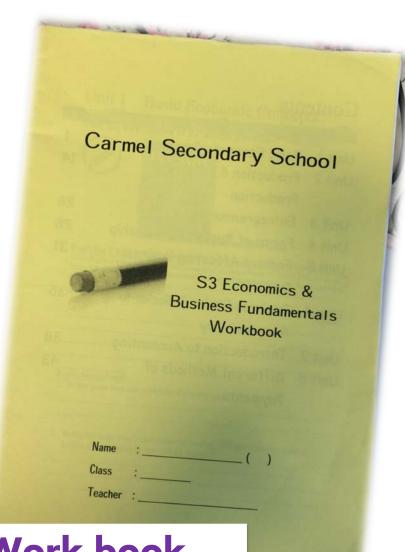
# Course objectives:

- Providing students with fundamental business knowledge
- Develops students' values and attitudes so that they can play their roles competently as consumers, investors, employees and / or entrepreneur

### Course structure:

- **√**53
- ✓3 lessons (40 minutes each) per 6day cycle





Text book & \

& Work book

# Curriculum

- Economics
- Business fundamentals
- Introduction to Accounting
- Different Payment Methods (Basics of Personal Finance)

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# Economics

- ✓ Basic Economic Concepts
- ✓ Production & Factors of Production





### Make A Wish!

Take out a pen and a piece of paper.

(d) How about your classmates?

wishes."

Close your eyes, close your books and remain silent.

Imagine that your teacher is 'Aladdin's Genie' who can grant you THREE wishes!

(a) Please think up THREE different wishes and put them down on the paper. Your wishes are:

(i)	
(ii)	and
(11)	
(iii)	

- (b) How do we call these wishes in Economics?
- (c) Are your wishes tangible or intangible?
- (e) A clever student put down the following as one of his wishes: "I want three more

What is the special feature of human wants shown by the student's idea?
Human wants are

Sorry! Your teacher is NOT 'Aladdin's Genie'! He/she cannot satisfy your wishes!

(f) Do you think you have the ability to satisfy all your wants? Why?

(g) Can you explain the problem that we all face?

### S3 ECONOMICS

δr

### Business Fundamentals (2013-2014)

Part I--Economics

#### Unit 1 Basic Economic Concepts

- 1.1 The Source of Economic Problems--Scarcity
- 1.2 Opportunity Cost
- 1.3 Free Goods & Economic Goods; Consumer Goods & Capital Goods
- 1.4 Three Basic Economic Problems
- 1.5 Different Types of Economic Systems
- 1.6 Characteristics of Hong Kong Economy







### Unit 1.1 The Source of Economic Problems-Scarcity



#### Preview Questions

- > What is Economics?
- > What is the source of Economic problems?
- > Why do we have to study Economics?



#### Objectives

- > To define the area of study of Economics
- > To explore the source of Economic problems
- To understand the importance of Economics in our daily life



#### Lesson Preparation

- We are going to study the subject of 'Economics'. Have you heard about the term 'Economics' before? Write down any terms that you think are related to the subject of Economics.
- What do you think the subject Economics is about? Try to define the subject using your own words in sentences.

Economics is about







C Carmel Secondary School 2013





### Concept Check 1.1

State whether the following statements are true (T) or false (F).

- (a) Economics is the study of the behaviour of all living things.
- (b) Scarcity arises because of unlimited resources and limited human wants.
- (c) Human wants can never be fully satisfied.
- (d) If we do not have the problem of scarcity, we do not need to make a choice.
- (e) Only poor countries have to face the problem of scarcity.
- (f) When there is only one person in the world, there is no scarcity.
- (g) In a society, scarcity results in the existence of competition.

### Workbook -Assessment of learning





### Carlos Slim Helu

http://www.forbes.com/profile/carlos-slim-helu/

According to a study, Carlos Slim Helu owns a net amount of assets of US\$82.9 billion as of September, 2014. As he is the richest person in the world, he does not have to face the problem

of scarcity. Define the concept of scarcity and explain whether you agree with the above description.

(4 marks)

Is the poor face the problem of scarcity only ?

2. With the improved production technology bringing greater output, would the problem of scarcity be solved? As people have unlimited wants, the improved production the unlimited human wants Improved production technology brings greater an't be solved

# Business fundamentals

- ✓ Entrepreneurship
- ✓ Forms of business ownership
- ✓ Factors affecting business decisions
- Business Ethics and SocialResponsibility

# **Lesson** preparation

# Unit 3 Entrepreneurship

### Preparation Tasks:

A. Browse <u>www.forbes.com</u> and find out the THREE richest entrepreneurs in the world (2013).

Rank	Name	Location of their business	Nature of business	Value of assets (US\$ billion)
No.1				, say samony
No.2				
No.3				



B. Browse <u>www.forbes.com</u> and find out the THREE richest entrepreneurs in the Hong Kong (2013).

Rank	Name	Location of their business	Nature of business	Value of assets (US\$ billion)
No.1				(Supplied of the supplied of t
No.2				
No.3		The second second		



Can you name some of the well-known entrepreneurs in HK?

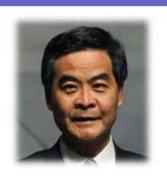


http://topick.hket.com/article/515713

# Who are entrepreneurs?

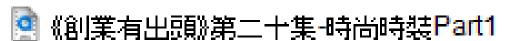


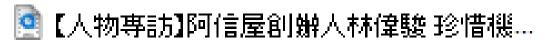














🄁 開門的勇者 司徒永富轉出人生新篇章

🔼 香港人教韓文 趣味包裝贏口碑

🔤 黃敏利--誠實勤奮,總有出頭天

🔼 黃敏利--誠實勤奮,總有出頭天

post 80s entrepreneurs



築登(福布斯亞洲)封面人物的著名「輔榜大亨」較華集團主席實敬利修士,目前接受本權申請 時表示。1980年他年權15歲從福建凍港,由日載20歲山鄉鄉打工仔做起,靠減結聯查,一路打接。 自從不息,從電子確、站職職部理到92年自己內产前附百期率共廢。公司業務建設越大,取防從採 項。悉制到到鮮州、天津、產品報前內地及賦美。較學也較(1999)進去一年較價更翻了一番。他 平静地底:我的一切來自香電、來自社會各界及較平均釋的支持……

香港商報記者 李少華

# 黃敏利

# 誠實勤奮



#### 禁役福布斯富豪榜

與古40歲的黄银剂,亦由一多列輔則會共且與 養型磁本阶級類等市富素性。地讓絕地配,或決在 6. 不過及規則。他人刊幸繼等要該實施 不列於前,不同任前。是他副隊,進於接補。 1962年,與單形起解內格改多問知漢也而養。

#### 無新力括中外市場

事團在解房所發棄已於2012年7月至之改產, 有衛星展院消費業的製工與亦通。於在天津的新處 作訓文經濟國。和在中可完成各對工程。讀數有 實內也能數學有更進,無可能的進步回看。 能學 2014首年中期維利黃朝新高的6.00億澤元,得比 管照129% - 集展武能在共產市服务和了無次產品 級国會、拒任超過1000024份系級。2011班別上 十年上支海场域管理的比較高17%,最近市底 港间比較美額184%。均均市场力值、理己擁有 1000個高級管理。为194上之前扩充型、理己擁有 到型区、天津海然流成後、集團样政力化與土 京、非上发生北京海。」或他村前起棄務。透明平 利、封塞斯坦

#### 低調做人 高調做事

家。处据收入共享有的模用高調報事。

青竜利潤人提展、行事高調、自該提動旅行逐中國原育王國

多年末,黃驗粉徵過沙多到事。得事,只是製 不作物。根為企業;指衛斯若來進載了。例如,由 老者前期間,與他然信別人以及女士 例生門做 安皇校認度指為不提及提出,他們性既是者。確果 阿維、獨傳等。 200 常然是上海水。他只是他 用意、散光是如此传统其故,他就是是他

日望20多年期否制基準标,他認為各者是十分 自由公平的社會,只要貨動製研、自衛不息、衛有 主確之日。「會運應及學顧口和不發、製賣商标。 異式朝妄仇人。」依據經費要升青山、訓訓平和地





▶ 號華集團 成功在海上 市・一条高 無典港立所 高層合概。



黄辙利情性资助能去比赛。网络舟储划合规。

53	ECO & BUS Unit 3 Entrepreneurship Classwork Name:	(	)
Ans	wer the questions after viewing the video.		
1. W	Vhy do people want to be entrepreneurs / to start their own business?		
2.	State some characteristics and aptitudes of entrepreneurs?		

L

### Unit 4 FORMS OF BUSINESS OWNERSHIP

### Preparation Tasks:

Classify the following firms into public and private enterprises.









Examples of Public Efficerprises	Examples of Private Embergrises

# Unlimited vs Limited liability

- 土瓜灣一間經營只有三個月的酒樓,突然結業
- Restaurant close down.mp4
- Do you think the restaurant has a legal liability to pay the workers after closing down?
- Do you think the owner (s) of the restaurant has the legal liability to pay the unpaid salaries to the workers.
- Answer: It depends on the forms of business ownership!

#### NEWS • HONG KONG • MEDIA

### ATV floats crowdfunding idea for pub 10pc stake

Socialite launches crowdfunding scheme to raise HK\$30 million after AT rejects three potential bids to buy stake

Vivienne Chow, Samuel Chan and Lai Ying-kit

PUBLISHED: Wednesday, UPDATED: Thursday, 12 F

www.scmp.com/news/hong-kong/article/1710327/atv-crowdfunding-plan-could-break-company-laws-says-legal-expert

Asia Television Limited is one of the two free television broadcasters in Hong Kong. It was established in 1957, the first Chinese television station in the world. However, ATV was surpassed by its major rival Television Broadcasts Limited both in terms of company size and viewership. ATV's reputation was badly damaged after its false report of former leader Jiang Zemin's death on July 6, 2011.

■ NEWS • HONG KONG • BROADCASTING

# ATV crowdfunding plan could break company laws, says legal expert

Barrister says 'bold' move to offer 10.75pc stake to outsiders is filled with possible legal pitfalls

Vivienne Chow and Samuel Chan

PUBLISHED: Thursday, 12 February, 2015, 12:42am UPDATED: Thursday, 12 February, 2015, 4:38am



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Asia Television has floated a crowdfunding plan to sell some of a 10.75 per cent stake in the troubled broadcaster after major investor Wong Ching refused to accept the price offered by three potential "white knights" from Hong Kong and the mainland.

The originator of the crowdfunding idea, socialite Alice Chiu Tsang Hok-wan, who worked for ATV predecessor Rediffusion Television, said she hoped



### Transfer of shares

Need approval/consent from Board of Directors

### Transfer of shares

設注資上限的財團入標洽購亞視股份,當中包括 章港及內地的投資者·但由於亞視主要投資者王 5不滿買家的出價而毫無寸進。 黎嘉恩直言越早 【本報訊】獲法庭委任為亞視經理人的德勒

个過正式入標的只有三個財團,黎嘉恩形容, 股權招標後,曾與二十五位投資者進行深入接 關經驗,但全部都無支付五十萬元查閱亞視資料。 一家財團都是具有實力,當中有擁有從事媒體相 · 之後再有多一位投資者簽署保密協議, 黎嘉恩指,展開法庭要求出售亞視10.75%

土征不滿出價,他透露買賣雙方曾有還價,但 至今未有寸進, 而王征亦未有透露其心目中的底 倪的控股權,而且承諾不設限注資亞視,只是 G10.75% 亞視股權,但三家財團都要求買入亞 黎嘉恩補充,雖然法庭頒令要求黃炳均出 早前有消息指,王征曾開出天價二十億元

於本月到期的牌照費方面,黎指若能賣出一幅農

投資者,但按程序處理,若涉及法庭頒令的 簽訂協議,黎嘉恩直言,王征有主動接觸其他 早前有傳王征與一家互聯網公司ECrent



買盤,當中逾八億元是他過去三年注資亞視金 要全數收回已投資及墊支的款項。

### 亞視撲水怪招一人一股 恐涉違法集資



人願意買股,便可集資3000萬元,夠亞視繳付拖欠政府的牌費及出糧。幫員工度過年關。 一幕元單一般,香港人會不會買?輿論幾乎一面倒都給亞視「咁報講得出」,大多質疑「值唔值」,亦有理性分

析指可行性低。

有可能牽涉犯法·關查私的行為。

亚视最新宣傳口號是「香港人的 萬元:「好多人出得起:(亞捷)是 港人支持亞德肯工:一人一棟以: 坂相信 好多人支持、甚至可機能支持。我相信看 港人好有愛心問情心,希望可以動起更多。

股民、目於有機會維新股東隣回股份、百 級。一個公司最多50股」。間及如何保護 成別的護用在員工支票、她表示一切資金 會交到往前樓。其家寶表示:本月18日。

不過,亞視至升上市公司-這樣集資 督學結則於:「事前已母進法律意見。」

直深大律师兼立法會議員深度聯指 出,查視口頭軒離市果以一人一朝先認 何向公果要求改造 股票·都英程提些

人質與德拉份好難,所以製希望可以發起 並無消晰的技術,公單數可能問報,風險 為、監管機構逐雲快介入事件、至少登出 警告以保障投資者利益。

湯安料釜税・即使不沙法位問題・亞 视在未有清晰拓股组都下已叫市民效 資、差極不負責任及自私、杜斯亞德只顧 台灣:若免養電視將算人無力價值及支

福·波法何凡超過50 市投資者参與的招

通訊是申請。蘇鎔線未有朝吉亞維度發展 组出的建造是否合法及可行。他垂中, 亞

告·邀请成文件·而明知當中屬或取有 請公眾取得證券或參與集雜投資計劃 的邀请·若事前末得迎监會認可或指

https://www.youtube.com/watch?v=Qd5par zgWaw



### Shares

 evidence that an investor owns a proportion of a company

股東權益			
其他股票期權認股證	-	-	-
可贖回優先股	-	-	_
優先股	-	-	-
普通股	624,000	624,000	624,000
存留收益	6,422,000	5,786,000	5,201,000
庫藏股	18,000	51,000	(31,000)
資本盈利	- -	, -	- [
其他股東權益	-	-	-
總股東權益	-	-	-
有形資產淨額	-	-	-
<b>(</b>			<u>F</u>

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### finance feature 30

農曆年過後,又是上市公司公布業績的高峰期,投資者如何透過業績報告準確掌握公司營運狀況以及未來發展前景,是投資取勝的不二法門,公司盈利、派息和負債率等均不容密視。尚乘財富策劃公司證券業務部總經理鄧金、過一次,在現時經濟大環境下,公司金、出現時經濟大環境下,公司金、出現時經濟大環境下,公司金、出現時經濟大環境下,公司金、出現時經濟大環境下,總之細心閱讀業人投資者就應持謹慎態度,總之細心閱讀業績報告,可窺一斑而知全豹,有助分析公司未來走勢及投資價值。

# 細讀業績計劃投資等

▲農曆年後是上市公司公布業績高峰 期,投資者應細心閱讀業績報告,以 助分析公司未來走勢及投資價值。

# 書 PO籌資逾50億美

### 美國網路史上最大規模 大摩是主要承銷商

大社群網站facebook (臉書) 首度公開上市 (Initial Public Offering, IPO),市場分析師認為facebook的IPO籌資規模 可能高達50億美元(1485億元台幣)或以上,儘管比先前預期 的100億美元(2970億元台幣)少一半,但仍將創美國網路史 上規模最大的IPO案。

FIPO承銷龍頭的摩根士丹 的承銷比率高達20%。 利 (Morgan Stanley) 擔任其IPO 的主要承銷商,高盛(Goldman 市場高度預期IPO規模將讓Google 析師認為,facebook未來一旦成為 Sachs)、摩根大通(JPMorgan 在2004年的IPO規模19億美元 上市公司,勢必公布營運業績,未 Chase & Co.)、巴克萊資本 (564.3億元台幣)相形失色。 (Barclays Capital)、美銀美林 (Bank of America Merrill Lynch) 為次級承銷商。

#### 承銷IPO大摩獲利豐

根士丹利帶來不錯的獲利·摩根士 足全力爭取facebook掛牌上市·希 丹利股票先行反映此利多,前日股 望從中獲得手續費利益,同時擴大 價以大漲2.47%作收。

摩根士丹利是最受網路公司青

彭博社引述消息人士談 zynga、網路團購巨擘GROUPON 今年的科技盛事。過去都沒有出現 話指出,facebook已聘請的IPO,摩根士丹利在網路公司IPO 像facebook這樣特別的網路社群公

facebook的IPO未演先轟動。

#### NYSE納斯爭臉書掛牌

由於facebook的IPO規模可望 創下網路史上之最,根據彭博報 導,紐約證交所(NYSE)、納斯 facebook的IPO案,可望為摩 達克 (Nasdag) 交易所目前都卯 在科技業影響力。

Harris Private Bank投資長艾 睞的承銷商,過去曾經承銷過蘋果 布林説:「facebook選擇摩根士丹 (Apple)、網路搜尋巨人 利擔任IPO主要承銷商,對摩根士 Google,去年承銷網路遊戲開發商 丹利來説如同突然發了一筆橫財一

易同樣處理妥當。」

#### 營運動能仍有待觀察

Federated Investors經理人克 雷度拉說:「facebook的IPO將是 司,預料facebook的上市交易將會 顯得特別有價值。」不過,市場分 來業績是否能夠支撐股價上漲、支 撐高本益比,仍有待觀察。



■facebook IPO 後,其創辦人兼執 行長薩克柏身價可 望上看200億美 彭博

### 主要網路公司IPO規模比較



註:\*為市場預估數據 單位:億美元 資料來源:綜合外電

### facebook小檔案與IPO概況

◎500~1000位員工成百萬美元富翁

|成立時間 2004年 Ⅰ市場地位 全球最大社群網站 ▮ 預估IPO規模 50億美元或以上 ▮ IPO主要承銷商 摩根士丹利 IPO次級承銷商 高盛、摩根大通、巴克萊資本、美銀美林 【總員工數 約3000人 【估計上市後市值 750~1000億美元 IPO後員工身價估計 ◎創辦人兼執行長薩克柏:200億美元 ◎營運長桑伯格:12.5億美元

資料來源:綜合外電



# iBond



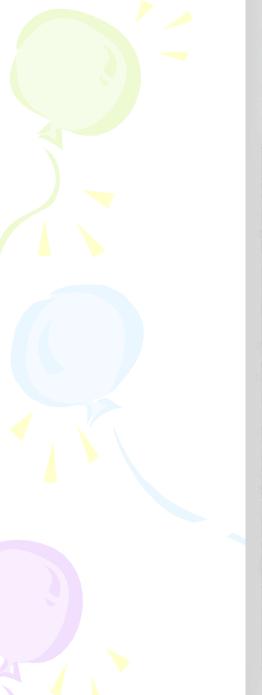
# 專家教路 不要走寶

# 認購iBond 4策略

資料來源: iBond發售章程

#### 次批iBond認購概覽 1萬港元 入場機 3年 債券年期 海洲 谷子 胸面 最多100億港元 凡持有有效香港身分證的個人投資者。均 認購票求 可提出一份申請 無限 財職 代職 100% 定息1厘;或按派息前6個月通脹率計算浮 票面息率 息(較高者為準) 2012年12月24日 2013年6月24日及12月23日 付息日\* 2014年6月23日及12月22日 2015年6月22日 認購搶徑 21間配售銀行、證券經紀及香港結算公司 6月5日上午9時至6月13日下午2時 加密 見開 利用 6月22日 分配結果及發行日 上市日 6月25日 验售意程網址 www.hkgb.gov.hk/tc/retail/Issue\_Circulars.html

\* 若付息日為非營業日,則於下一個營業日支付



### Unit & Factors Affecting Business Decisions

### Preparation Tasks:

Collect logos of some well-known business.



Do you know shout the top 3 best global brand?

# How does business operate?

Operating Structure (the inner world) consists of different departments:

- **O**Finance Department
- **O**Marketing Department
- **O**Production Department
- **O**Human Resources Department
- **O**Risk Management
- **OInformation Management**





# How does business operate? Which department is responsible for promotion?













# How does business operate? Which department is responsible for designing new

Which department is responsible for designing new menu and quality control?













# How does business operate?

Which department is responsible for recruitment and

training?











## How does business operate?

Which department is responsible for raising required capital?



McDonald's Launches Yuan-Denominated Bond in HK McDonald's has become the first nonfinancial foreign firm to launch a yuan-denominated DONO in Hong Kong, reports the Wall Street Journal.

McDonald's is raising US\$29.5 million (200 million yuan) with a three-year bond that will pay 3% annual interest, says the Journal. The fast-food giant will use the raised money to boost its brand and open more stores across China.

Hong Kong is slowly becoming a center for yuandominated finance. A development closely monitored by foreign companies with Chinese operations looking for ways settle its foreign-trade transactions, notes the Journal.

## What is Information Management?



### How does business operate?

Operating environment of business firms (the outer world) includes:

- ✓ Physical environment
- ✓ Economic environment
- ✓ Socio-cultural environment
- √Technological environment
- ✓ Legal & Political environment
- ✓ Competitive environment

## Assessment for learning

33 Eco	o & Busin	ess Fundamentals Unit 5	Name:	( )
repar	ation task:	Newspaper Clipping		
BU	SINE	Find an article that demonstrate operating environmental factors competition / physical environmen	e.g. government decision	or policy /
1.	Based on t	he above article, identify the factor t	hat affects the operation of a b	usiness.
2.	Briefly exp	plain how the factor in (1) affects the	e operation of the business.	

Untike us people in Western countries likes to have a burger with bigger size and

the beef ragout wow will not be only a beef for example, Mckroket and

Recette à la Mattarde has ontions and carrots inside and I don't think

 Assessment of learning

we can total any carrots in Hong Kong 1 5 burger, Moveover, Morous had become

a colonly of France in 1900s, 50 morocco has the Franch style -

Experiment

People in plantippines are willing to by author countries cuttons and it has

a mult-cutical in background, Therefore, we can found vite and Spignitt in Philiphing

Arab in Widdle East like having broad in Special Style and shape . Therefore, Mc deland

has to change the shape of the burger to suit the tavour of Ambi



#### HONG KONG MONETARY AUTHORITY 香港金融管理局

 Prudential Measures for Property Mortgage Loans

(物業按揭貸款的審慎監管措施)



# New countercyclical measures 27/2/2015

- The maximum loan-to-value (LTV) ratio for self-use residential properties with value below HK\$7 million will be lowered by a maximum of 10 percentage points.
- For example, the maximum LTV ratio applicable to properties with value HK\$6 million or below and subject to the LTV cap of 70% will be lowered to 60%.
- 價值700萬港元以下自用住宅物業的最高按揭成數下 調最多一成。例如現時最高可按7成 而價值不高於600 萬港元的物業,最高按揭成 數劃一下調到6成;

- Any effects on business?
- Positive or Negative effect?
- Which business sector / industry?

### 毋須二按物業按揭成數

物業價格(元)	可按揭成數
700萬以下	60%
700至1000萬	60%(上限500萬)
1000萬以上	50%

#### 經HKMC 二按物業按揭成數

物業價格(元)	可按揭成數
400 萬以下	80%
400至450萬	80%(上限360萬)
450至600萬	80%(上限480萬)
註:首次置業者符	. 合特定條件可做力成按据

### 金管局出招後需付首期

物業價格(元)	需要首期(舊/新)
610萬	190 萬 / 244 萬
650 萬	230萬 / 260萬
690萬	270萬 / 276萬



Statutory Minimum Wage (SMW) has come into force since 1 May 2011. With effect from 1 May 2013, the SMW rate is revised from \$28 per hour to \$30 per hour.

The Chief Executive in Council has adopted the recommendation of the Minimum Wage Commission to raise the SMW rate to \$32.5 per hour. Subject to the approval of the Legislative Council, the revised SMW rate will take effect from 1 May 2015.





### Legal factor: Labour Protection Raising Statutory Minimum Wage to \$32.5 / hour

Any effect on McDonald's? How about other business? Positive / Negative?



- Trade Description Ordinance
- = Sellers cannot falsely describe their goods

e.g.

False trade descriptions of services or goods

https://www.youtube.com/watch?v=-Ta0eeyo21o

Bait advertising & Bait and switch

https://www.youtube.com/watch?v=3Df3vQBuw6Y

Misleading omissions & Aggressive commercial practices

https://www.youtube.com/watch?v=m94VwvQsz\_I

### OFood and Drugs (Labelling) Regulation

Sellers should correctly label the ingredients of food and drugs







# McDonald's Rotten Meat Scandal

## McDonald's Hong Kong to face probe over meat imports from rotten food plant

Full disclosure needed, consumer council chief says, amid investigation into whether chain knowingly sold potentially tainted food in HK

https://www.youtube.com/watch?v=fkOFB3NfC4E

PUBLIC HEALTH AND MUNICIPAL SERVICES ORDINANCE

### Environmental Protection Full Implementation of the Plastic Shopping Bag Charging





### 塑膠購物袋收費

Plastic Shopping Bag Charging



Foodstuff in Airtight Packaging









#### 非食品

Non-foodstuff











### Technological factor



Great food at your fingertips Make queuing easy with smartphone app





讓你可邊逛邊等,號碼快到時,更可收到通知。輕鬆、簡易,盡享商場

With New Town Plaza smartphone app, queuing for a table is a hassle-free experience! Once you've downloaded the app, you can use the "e-Table Booking" function wherever you are. In just a few simple steps, you can join the queue at your chosen restaurant. You'll receive a notification when your number is almost ready, in the meantime you can enjoy all the great shopping at the mall! This handy app can now be used at almost half the restaurants in New Town Plaza. Delicious dining has

105 iKI teppanyaki bento · 110 Hip Sushi 寿司派 · 112 BO-LO'GNE 博洛尼亞 · 113 Hainan Shaoye 海南少能 · 115 POKKA CAFÉ grill specialist · 117 PARKVIEW · 119 WONG CHI KEI 黃枝記 · 121 PIZZAEXPRESS · 127 Pearl Delight 明珠閣 · 163-154 The Spaghetti House 意粉屋 - 166 Din Tai Fung 病泰豐 - 167 Butao 展王 - 498&410 UCC COFFEE SHOP - 701 Kung Tax Lam Shanghai Vegetarian Cuisine 功德林上海宴食 - 702 Mr. Steak Branded! 牛扒先生 - 703 NHA TRANG VIETNAMESE CUISINE 摩莊越式料理 - 706 HOKKAIDO RAMEN SANTOUKA 山頭 、、707 GINZA BAIRIN 銀座梅林-吉列翰排等門底・708 JAPANESE RESTAURANT IMASUKE 日本料理 今助・709 Bangkok Thai Restaurant 曼谷泰菜 · 710 Shanghai Min 上海小南国

A130-A131 Spaghetti 360°·A132a Maccha House 抹麥館·A132b Shabu Sai·A184-A187 Pepper Lunch·A192 Yummy Delight 甘味讚咳于打馬冬 - A197a JUN SUSHI 純 寿司 - A197b Crystal Jade La Mian Xiao Long Bao 泰聯拉魏小懿包 · A305 Rosie's Café by café company



### Assessment

#### Business Environmental Factors:

Current affairs	Which environmental factor?	Which business sector / indusrty being affected?	How? Positively / Negatively affected
Full implementation of the Plastic			
Shopping Bag Levy Scheme will take effect on 1 April 2015.			
Recently there are anti-parallel trading			
protests erupted on Sunday, spreading from Sheung Shui to Tuen Mun			
A bill to introduce mandatory paid			
paternity leave will be drafted and put to lawmakers within months in the hope that			
it can be passed into law this year,			
Salaries in Hong Kong will increase by			
an average of 5 percent in 2015,			
according to the latest Salary Trends survey by ECA International. The figure			
is up from the 4.5 percent increases that			
local employees received this year.			

### Assessment

53( ) Economics & Business Fundamentals – Factors affecting business operation – Guided Writing Date:



Mr Lau wants to open a restaurant. Describe FIVE environmental factors he should consider before starting a restaurant in Hong Kong. (20 marks)

Subject knowledge: Factors affecting business operation

Factors	Useful expressions/terms
1. Economic factor	Inflation, income level, unemployment rate, ability to
	purchase,
2. Legal factor	
3. Socio-cultural factor	
4. Competitive factor	
5. Technological factor	

#### Suggested answers

Introduction

State the factor
- 1 mark

Briefly describe the factor

- 2 marks

Illustrate your answer with reference to the scenario given in the question

- 1 mark

Every business lies in an environment, there are many environmental factors affecting its operations. The factors that should be considered by Mr Lau before starting a restaurant in Hong Kong are as follows:

First, it is the economic factor. The general economic conditions and trends are critical to the

success of a restaurant. Therefore, Mr Lau should review the statistics such as general income levels of

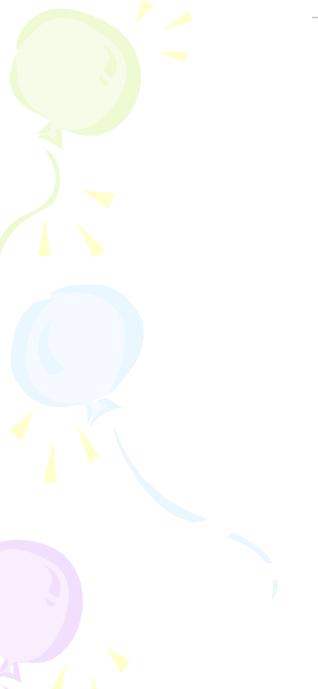
Hong Kong people, the inflation rate and also the unemployment rate to assess if people are willing and

have the abilities to enjoy the services provided by Mr Lau's restaurant.

to be continued by you.....



Hong King is Sommes, per Low Should Evente some spectal menin and Observe supportative's streetegites in under to stony about & between competitors. Such as prize reducation. Porth, it is Technology factor, The technology is vary in different place theretore, we leve Lan Should bewere at howlemany payment method can be provided such as Octopus, credit Finally, It is physical tention the freation of the restribut will affect the sale of the took. Theretore the law should be a corretal about the the amont of containers and infrustructure of the voters restorant. In order to martinerise the amount of consumers and boso boost the consumt of sale and invoice profit In cos Conclusion, Mr Lau Swould beare bewere about physical today, socio-cultural tortur, legal factor, competitive tartor, Technology tartor. in order to open a business



53( ) Economics & Business Fundamentals

Guided Writing: Assessment Form



opic: Environmental factors affecting busine	<u>ss</u>				
art A: Self-reflection:	Nam	e:		( )	
riteria	1	2	3	4	5
	None	A	dequate	Excellent	
ntroductory statement					
Content Display of subject knowledge Make use of content-obligatory language					
televant example(s) given Application of knowledge underpinned by theory					
ntegration of knowledge evaluate altematives based on different perspectives					
ffective communication					
Grammatical error free					
art B: Peer-assessment	Nam	e:		( کم	_
riteria	1	2	3	4	5
	None	A	dequate	Excellent	•
ntroductory statement					
Content Display of subject knowledge Make use of content-obligatory language					
delevant example(s) given Application of knowledge underpinned by theory					
ntegration of knowledge evaluate altematives based on different perspectives					
ffective communication					
Grammatical error free					
omment  Which paragraph / point could be improv  Adding (e.g. subject content / example)  Further elaboration on	red:			_ by	
I di chei eaboration on		_			
art C: Teacher's comment (if any)		М	arks:		

### E-learning



#### Group Purchase

Get into a group of 4-6. Each group will be provided with an <u>ipad</u>. Task: Conduct a small-scale survey on Group Purchase and prepare a 2-mintue presentation to report your findings.

- 1. What is group purchase?
- Briefly introduce two popular group purchase websites in HK.
- Select a product / service which is both available for group and individual purchase and complete the table below.

Product / service	!

	Individual purchase	Group purchase
Price		
Distribution method		
(Where can you make the purchase?)		
Payment method		
Others		
e.g., any restrictions? minimum purchase amount?		

Based on the above findings, with reference to the business environmental factors, explain two reasons for increasing popularity of group purchase in Hong Kong.

-			 	 	
_		 	 	 	
-		 	 	 	

#### 6.2 What are stakeholders?

The stakeholders of a firm are the people and groups who can affect, and are affected by the decisions and behaviour of the firm.



#### Class activity: Who are "5takeholders"?

After viewing the video clip (in lesson), answer the following questions:

Quest	ions: Answers
1. Name the business organization	n mentioned in the video clip.
2. Identify the business decision recognization in the video clip.	made by the business
3 Identify the people/groups w	ho were affected by the business decision:
Identify the people/groups with People/groups being affected:	ho were affected by the business decision:  Briefly describe how they were affected:
People/groups being affected:	
People/groups being affected: i.	



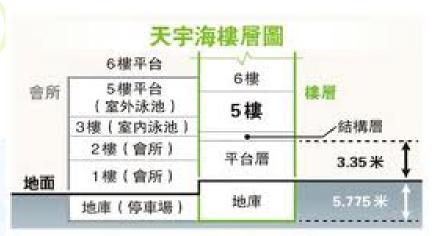
#### Newspaper Clipping:



- I. Identify the business action mentioned in the above newspaper clipping:
- II. Identify the stakeholders and briefly explain how they are being affected:

Stakeholder	How stakeholder is being affected by the business action?
1.	
2.	
3.	

## Home buyers outraged after getting in on the ground floor



註:天宇海售樓書以英文標示上述樓層,並沒有顯示地面位

置及樓層高度,上述樓層高度來白屋字署圖則

資料來源:綜合天字海售樓書及屋字署圖則







A luxury high-rise building *skips floor* levels of "unlucky number". As a result, the highest floor become 88/floor instead of 36/floor.

### Law:

building floors should be arranged in sensible sequence.

Do you think it is ethical?



### Business fundamentals

✓ Introduction to Accounting

### Professional Accountant

The jobs of an accountant

### Video viewing

### 會計師造假賬被釘牌

香港文匯報訊 (記者 周紹基)監管機構對上市公司造假賬行為的「打虎行動」持續,香港會計師公會對一名涉及協助誇大上市公司財務的會計師作出紀律懲處。香港會計師公會昨公布,轄下紀律委員會將會計師李榮基的名字由會計師註冊紀錄中永久刪除。此外,李榮基須支付部分調查及紀律程序費用共6萬元。

公會表示,李榮基於07及08年間,分別於香港兩個刑事案件中被裁定犯有一共5項涉及不誠實行為的罪行。他當時分別為兩間公司提供諮詢服務,協助其申請在港交所(388)上市。他被裁定與他人串謀,偽造該兩間公司賬目及文件,以誇大其銷售及利潤數字,有關數字刊載於上市招股書及成功上市後公布的財務報表上。他此舉詐騙了包括港交所、股東及其他人十等。

此外,李榮基亦被裁定與他人串謀,協助其中一間上市公司的創辦人盜竊公司資金。李榮基申請上訴推翻原審判決。上訴法庭及終審法庭於2010年分別裁定不接納其上訴申請。李榮基被判監共9年。

公會調查委員會根據《專業會計師條例》第34(1) 條投訴李榮基,紀律委員會於去年3月被任命處理該 投訴。紀律委員會其後裁定投訴屬實,並取消他作 為會計師的資格。

## Overview of Accounting and Uses of Financial Statements







If you want to understand the <u>financial position</u> (財務狀況) of the above businesses,

(i) what information do you need?

How much they earned? How much they spent?

(i) where can you get these information?

Web site to see their financial statements / financial reports

	Turnover	Profits	Growth	Share Price	Dividend per share
養 BEA東亞銀行					
stock code: 0023					
Standard Shartered Stock code: 2888					
HSBC The world's local sank					

### Business fundamentals

✓ Different Payment methods

#### Unit 8 Different Methods of Payment

#### Preparation Tasks:



1. State the main methods of payment in Hong Kong:











0.\_\_\_\_

Ь.

c. \_\_\_\_

d.

€.



f. \_\_\_\_\_



2. State any 4 services offered by commercial banks:

