

**How to Carry out Robust Business Continuity Management  
in a Turbulent Operating Environment**  
在波動的經營環境下，如何推行健全的業務持續管理

Nowadays, corporations in Hong Kong are facing unexpected interruptions more often than they have in the past due to the rapidly changing operating environment, such as the spread of COVID-19.

Business continuity management (BCM) can equip an organization with the systems, capability and skill to mitigate the adverse impact of unexpected events and bring it to normal operations sooner.

In this course, we will explore the various aspects of effective BCM and illustrate with real life cases.

1. BCM as a core corporate capability and its essential elements and processes.
2. The drivers that make BCM a vital corporate and management competency in the modern era.
3. The roles and responsibilities that the management and board of directors of a corporation need to fulfil in developing effective BCM practices.
4. The framework for developing and maintaining effective BCM processes.

現時，由於經營環境急劇變化，香港企業正面臨比以往更多的預期以外之沖擊，比如新冠肺炎的傳播。

商業持續管理（BCM）可為一間組織建立系統、能力及技巧以減輕預期以外沖擊的負面影響，以儘快回復正常營運。

本課程將探討有效 BCM 的各個方面，並用實際個案以作說明，包括：

1. 作為一間企業的核心能力，其主要的元素及程序。
2. BCM 的驅動因素，使企業有活力及有管理能力。
3. 在建立有效的 BCM 實務上，企業管理層及董事局的角色及責任。
4. 建立及維護有效 BCM 程序的架構。