

## Course Outline 課程簡介

### Effective Internal Communication Can Help Corporate Development 有效內部溝通促進企業發展

- (1) Internal communication: an important part of corporate governance, its definition and goals
- (2) Benefits of internal communication
- (3) Challenges in internal communication
- (4) Key channels for internal communication
- (5) Internal communication strategy and plan to implement it
- (6) Best practices for building up a knowledge base internal communication platform
- (7) Case study

- (1) 內部溝通：企業管治重要一環，其定義及目標
- (2) 內部溝通的好處
- (3) 內部溝通的挑戰
- (4) 內部溝通的主要渠道
- (5) 內部溝通策略及推行方案
- (6) 建立知識為本的內部溝通平台的最佳實務做法
- (7) 個案研究