

## Course Outline 課程簡介

### How to write a comprehensive and robust business plan of a company

#### 如何為公司撰寫一份全面而穩健的商業計劃書

- (1) The importance of a comprehensive and robust business plan in modern business management
- (2) The objectives of a business plan
- (3) The principles of writing a business plan
- (4) The clues of writing a comprehensive and a robust business plan and the issues that a company should pay attention to
- (5) The essential elements, structure of a business plan
- (6) Case studies

- (1) 商業計劃書在現代企業管理中的重要性
- (2) 商業計劃書的目的
- (3) 編寫商業計劃書的竅門及須注意的地方
- (4) 商業計劃書的元素、格式和結構
- (5) 案例說明