

COMMERCE(HKCEE)

Topics	Syllabus	Virtual Enterprise Application
<p>1) Reporter/ Journalist</p> <p><i>Section I</i> Introduction to commerce</p>	<ul style="list-style-type: none"> - 1.1.4 Types of production - 1.1.5 Classification of occupation - 1.2.2. Scope of commerce a) Trade b) Aids to trade - 1.2.3. The role of commerce in the modern economy 	<p><i>Purpose</i> How to arrange an interview</p> <p><i>Student Profile</i> F.4 Semester I (Pair work – cassette recording)</p> <p>Students have to make an interview with at least ten pupils’ parents who work in different commercial area. Students have to fill in the survey form that is provided by facilitator. Students have to present the findings in table or graph.</p> <p>Item involvement:</p> <ul style="list-style-type: none"> - Occupation - Nature of business - Description of job - Skills requirement - Career path <p><i>Methodology</i> Task based Interview Survey and Cassette Recording</p> <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Collecting, analysing and organising information - Interview technique - Presentation skills <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - ½ hour for briefing - 2 hrs for S’s presentation - 2 hours for review

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<p>2) Researcher (<i>Topic 2</i> Forms of business enterprises <i>Topic 11</i> Communication)</p>	<ul style="list-style-type: none"> - 2.1.1 Sole proprietorship - 2.1.2 Partnership - 2.1.3 Joint-stock company - 2.1.4 Public corporation - 2.1.5 Co-operative society - 11.2 Local communication services and facilities <ul style="list-style-type: none"> ~ 11.2.1 Postal communication ~ 11.2.2 Telecommunication 	<p><i>Purpose</i> Learning survey method</p> <p><i>Student Profile</i> F.4 Semester II (Log book -3 students)</p> <p>Students are required to do survey by using either postal method or telephone survey to classify different type of business in form of formation procedures, size of the firm, type of partners & its own characteristics. Simulation game is advocated to deliver the basic technique required when doing survey. Role-playing list shown as follows:</p> <ul style="list-style-type: none"> - 1 Listener - 1 Researcher - 1 Respondent <p><i>Methodology</i></p> <ul style="list-style-type: none"> - Simulation game - Role-playing - Questionnaire formation <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Questionnaire form - Telephone manner - Use of survey method - Team spirit <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - 3 hours for workshop - ½ hour for briefing - 2 hours for review

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<p>3) Retailer/ Merchandiser /Agent</p> <p>(Topic 4 Domestic Trade</p> <p>Topic 6 Purchase & Sale of goods)</p>	<ul style="list-style-type: none"> - 4.1.1 The role of retailers in distribution channels - 4.1.2 Types of retailer - 4.2.1 The role of wholesalers in distribution channels - 4.2.2 Types of wholesalers - 6.1 Trading documents - 6.2 Legal aspects of buy & sell transactions - 6.3 Hire purchase - 6.4 Consumer protection 	<p><i>Purpose</i> Pricing decision</p> <p><i>Student Profile</i> F.4 Semester II</p> <p>Students are allocated into different role within distribution channel (i.e. Producer, Retailer, Wholesaler, Consumer) Specific documents are provided by students.</p> <p><i>Methodology</i></p> <ul style="list-style-type: none"> - Role playing – trading - Debate <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Price decision making - Trading document preparation - Bargaining power - Trading technique <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - 1 hour for briefing - 4 hours for student's debates and trading - 1 hours for review

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<p>4) Floor trader/ Equity Sales</p> <p>(Topic 8 Stock Exchange</p> <p>Topic 9 Finance & Banking</p> <p>Topic 11 Communication)</p>	<ul style="list-style-type: none"> - 8.1 Functions of Stock Exchange - 8.2 Features & characteristics of stock exchange - 8.3 Classification of securities dealt in on stock exchanges - 8.6 Stock exchange indexes - 9.1.1 Through commercial banks - 9.2 The use of cheques - 9.3 Commercial banks & finance companies - 11.2 Local communication services & facilities - 11.3 Factors affecting the decision on the means of communication used 	<p><i>Purpose</i> Buy & Sell Shares</p> <p><i>Student Profile</i> F.5 Students (Individual report)</p> <p>Students are required to do an individual project on buying & selling shares at particular date & measure the return at the end of specified period. Students are also required to write up a report on the movement of share prices daily & the method of payment for each transaction. The reasons of choosing the particular communication method are written down on the report.</p> <p><i>Methodology</i></p> <ul style="list-style-type: none"> - Projects - Press cutting - Practical experience - (Company visit if possible) <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Time management - Analyzing skills - Transaction method - Presentation skills <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - 2 hours for seminar - 1 hour for review

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<p>5) Shipping Clerk/ General Clerk/ Stock Keeper</p> <p>(Topic 6 Purchase and sale of goods</p> <p>Topic 7 Financial statement</p> <p>Topic 10 Transport)</p>	<ul style="list-style-type: none"> - 6.1 Trading document - 6.2 Legal aspects of buy & sell transactions - 7.4 Rate of stock turnover - 10.1 Methods of transport - 10.3 Factors affecting the decision on the means of transport used 	<p><i>Purpose</i> Stock control and ordering</p> <p><i>Student Profile</i> F.4 Semester 2 (Model of Practicing Firm)</p> <p>Students have to form a shipping firm on their own with particular post. Relevant documents & stock sheet are prepared. Company visits are arranged for students before doing this firm.</p> <p><i>Methodology</i></p> <ul style="list-style-type: none"> - Company visit - Scenario given <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Recording technique - Filing documents - Special documents preparation (stock sheet, shipping document, delivery note, T/T, Receipt e.t.c.) <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - 1 hour for briefing - 3 hours for company visit - 1 hour for review

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<p>6) Sales/Advertiser/ Promotion</p> <p><i>Topic 4</i> Retail Trade</p> <p><i>Topic 5</i> Foreign Trade</p> <p><i>Topic 8</i> Stock Market</p> <p><i>Topic 11</i> Communication</p> <p><i>Topic 12</i> Insurance</p> <p><i>Topic 13</i> Advertising)</p>	<ul style="list-style-type: none"> - 4.1.4 Modern trends in retailing - 5.3 Promotion of Hong Kong foreign trade - 8.7 Speculation in stock exchange - 11.2 Local communication services & facilities - 12.3 Practical aspects of insurance - 13.3 Advertising media - 13.4 Launching an advertising campaign 	<p><i>Purpose</i> Familiarize with promotion method</p> <p><i>Student Profile</i> F.5 Students (Semester II)</p> <p>Students are required to do market research of their own choice related to interested industry.(6 students in a group)</p> <p>Training is given to them, they are listed as follows:</p> <ul style="list-style-type: none"> - Road show - Cold call - Trade fair - Exhibition - Advertising - Internal Promotion <p>Students are required to demonstrate how to sell their products to customers</p> <p><i>Methodology</i></p> <ul style="list-style-type: none"> - Field trips - Market recording <p><i>Assessment</i></p> <ul style="list-style-type: none"> - Selling technique - Body language - Demonstration skills - Research technique - Project work - Video recording <p><i>Suggested no. of hours</i></p> <ul style="list-style-type: none"> - 1 hour briefing - 3 hours for presentation - 1 hour review

Total hours occupied: 30 hours

Continuous assessment to let students familiar with the job related to the commercial world.