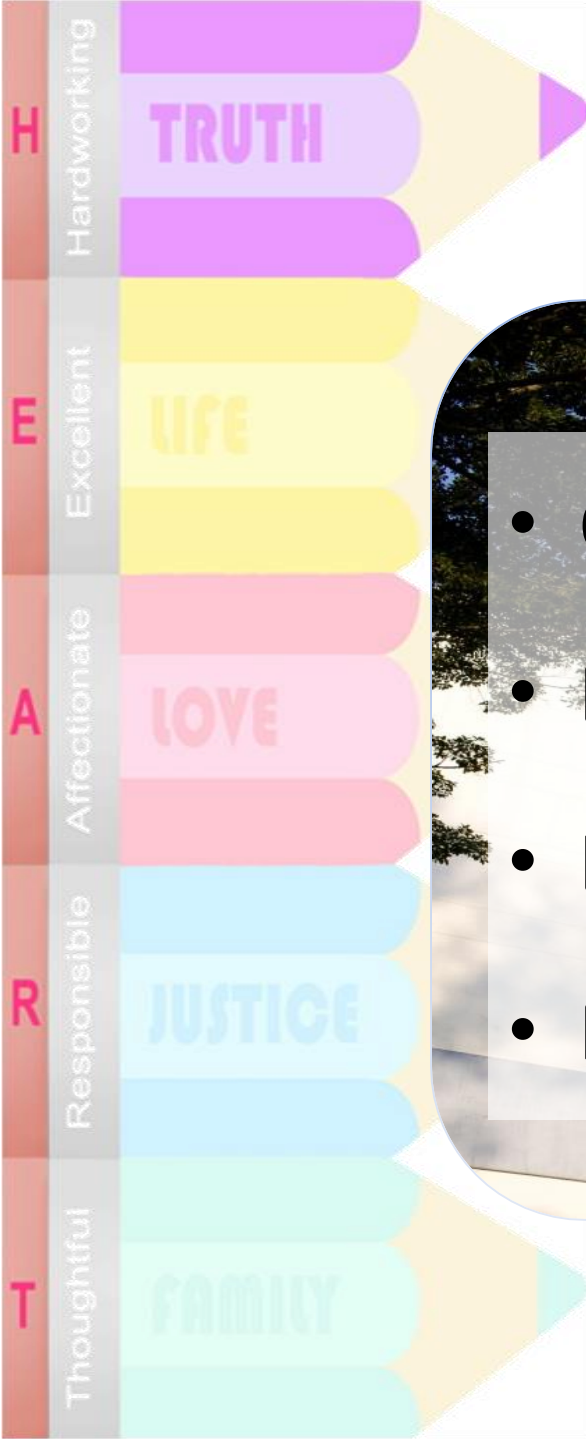


# Business and Financial Education Valtorta College



YUK Cho Man Rosanna  
BAFS Teacher



# Valtorta College Overview

- Catholic School
- EMI School
- Located in Tai Po
- Founded in 1976



# Objectives of Business Education at VC

- Equip students with **fundamental business knowledge and skills**
- Develop **positive values and attitudes**
- Realise students' **full potential**
- Develop a genuine joy for learning Business

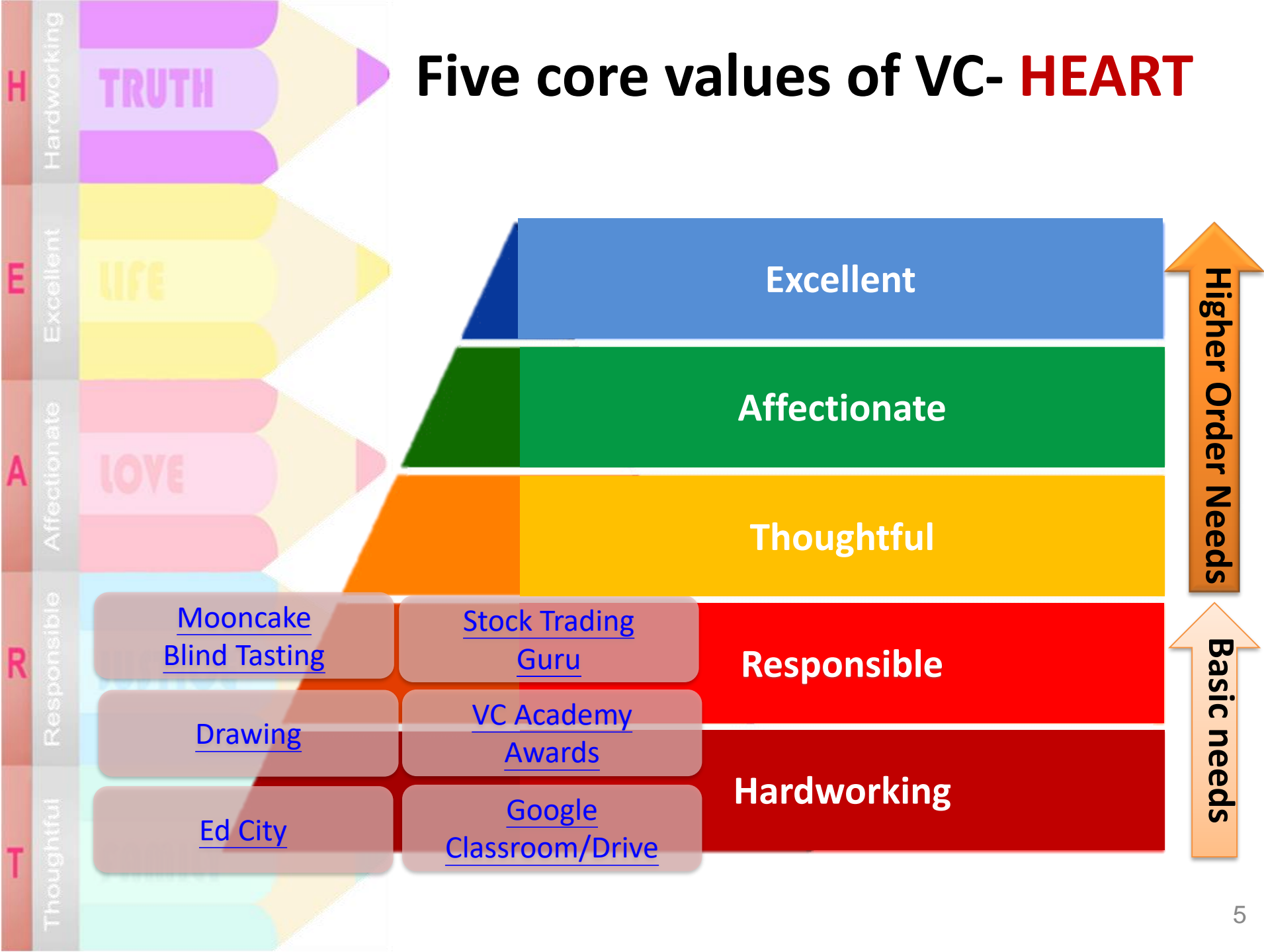


# Maslow's Hierarchy of Needs Theory





# Five core values of VC- **HEART**



H Hardworking

# Mooncake Blind Tasting Day

## Objectives:

- Discuss functions of **marketing management**
- Introduce other **business functions**
- Celebrate Mid-Autumn Festival



R Responsible

Name:   
Class:   
No:

### F5 BAFS Mooncake Blind Tasting Day

1. Before the activity, collect news (price, new flavors, comparison, food safety, health issue, etc.), pamphlets or advertisements about mooncakes. ☐  
The due date is 29-9-17.☐
2. After the Mid-autumn festival, if you have spare mooncakes (unopened package) at home, bring it/them back to Miss Yuk on 6-10-17. We hope that we can collect as many brands as possible. Use a marker to write your name and block on the plastic bag.☐
3. Blind Tasting Day is held on 11-10-17 after the revision quiz.☐
4. You need to complete a worksheet on Marketing Management based on the activity. ☐  
The due date is 17-10-17.☐



Wish you and your family a happy Mid-Autumn Festival!!☐

# Mooncake Blind Tasting Day

## Before the activity

- Activating prior knowledge
- Collection of news articles, pamphlets or adverts

### 美心快餐店被盜40盒月餅

距離期，不少準備慶祝站的「美心生月餅失竊發現兩箱



港鐵大埔店，女職員

Local News 港聞

二〇一七年九月二十八日 星期四 星島日報 A12 SINGTAO DAILY

趁職員忙碌下手  
疑內地銷贖



記者：李子平

中秋節將至，「月餅賊」再度活躍！港鐵大埔墟站美心快餐店，前晚發現離奇失去兩箱共四十盒雙黃白蓮蓉月餅，公司經盤點後，昨午報警求助，損失九千二百元，警列盜竊案，不排除月餅被運返內地轉售。

## 月餅賊攻陷美心 掠40盒雙黃蓮蓉月

餅包括流心奶黃及雙黃白蓮蓉月餅，以綠色尼龍網圍封。

現場所見，店內收銀機旁用餐區，安排一個月餅券換領處，方便市民換領月餅，但與存放月餅位置有一段距離，部分時間沒有職員看守。前晚九時許，職員點算月餅來貨期間，發現兩箱共四十盒雙黃白蓮蓉月餅，不知所終。

#### 職員點貨揭發

據了解，該兩箱月餅總值九千二百元，職員事後通知公司，昨午一時許，三十五歲姓陳女職員點算後報警處理。警方接報到場調查，不排除月餅被該職員於工作期間，暗中將兩箱月餅搬走，或被運返內地轉售。

美心集團發言人表示，發生月餅失竊的分店已報警處理，並已檢討及加強其節日高峰期店舖保安。

業界指出，由於內地假貨充斥市面，港產月餅品質具保證，大受內地人歡迎，單是美心西餅在海寶商城旗艦店，每年月餅銷售額高達一千萬元人民幣，今年該集團的流心奶黃月餅曾賣斷市，並掀起炒風，一度炒貴三至四成。

前年九月，長沙灣青山道美心分店遭月餅賊連環竊，電動捲閘開關電掣箱被撬毀，損失八十四盒月餅及一批報銷的月餅券，約值兩萬元，懷疑賊人以車接應，得手後迅速運回內地銷贖脫手。



大埔墟站美心快餐店，遭人盜走四十盒雙黃白蓮蓉月餅，警方到場調查。



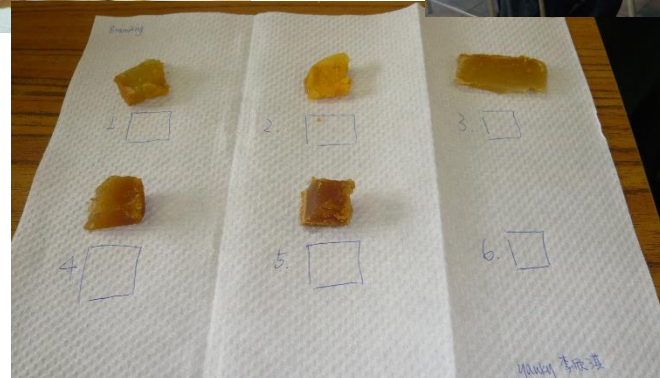


H Hardworking

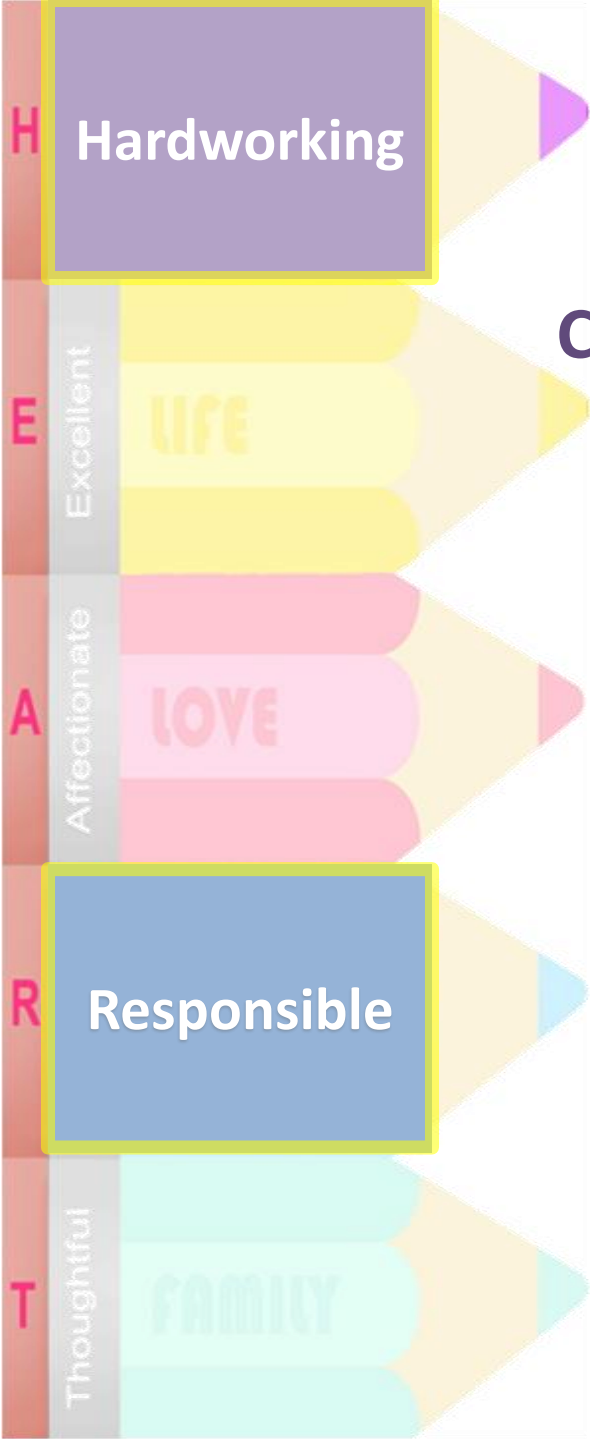
# Mooncake Blind Tasting Day

After the Mid-autumn Festival

- Collection of spare mooncakes







# Mooncake Blind Tasting Day

## Catering for students' diversity

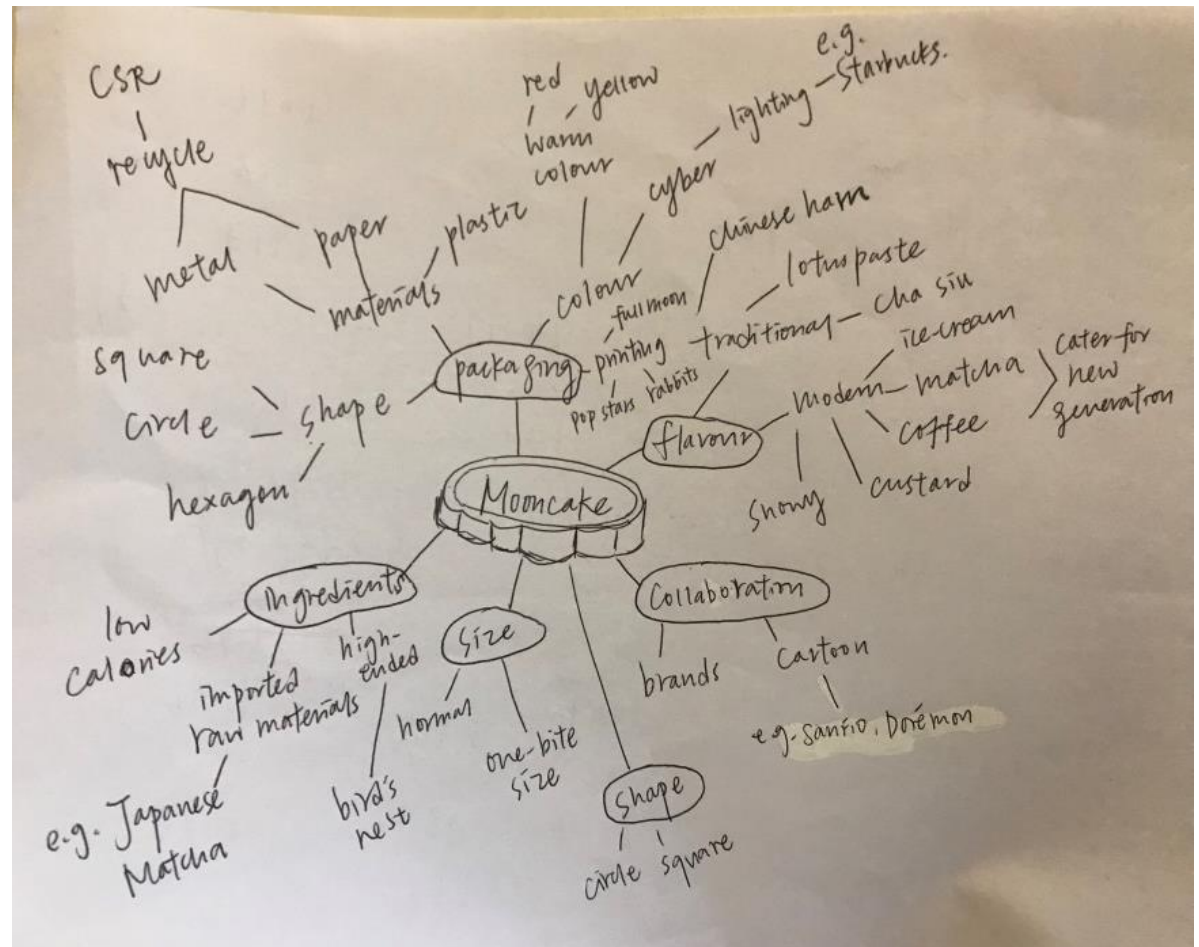
- Design of a **3-level** consolidation exercise

<b>Elementary</b>	A mind map on marketing mix of a mooncake seller
<b>Intermediate</b>	Essay writing
<b>Advanced</b>	An mind map/essay on the product element <b>ONLY</b>

H Hardworking

# Mooncake Blind Tasting Day

## Sample



H Hardworking

E Excellent

LIFE

A Affectionate

LOVE

R Responsible

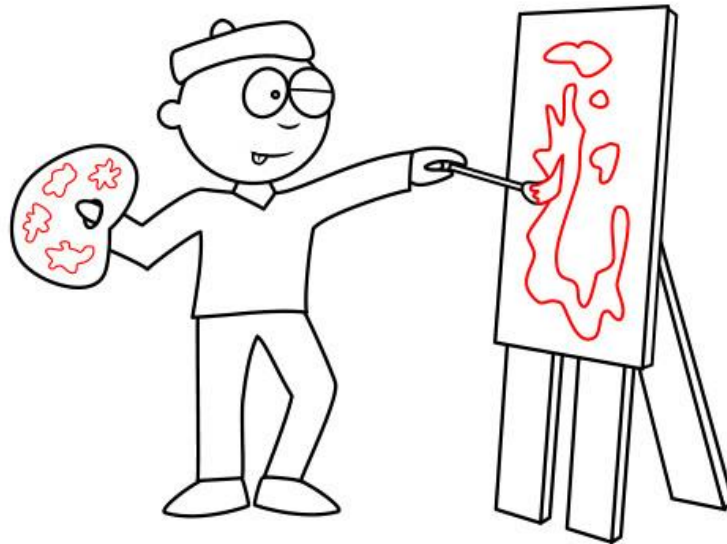
T Thoughtful

FAMILY

# Drawing Exercise

## Before the activity

- Seeking to develop students into **collaborative** and **self-directed** learners
- Lesson preparation at home  
(Blank filling exercises)



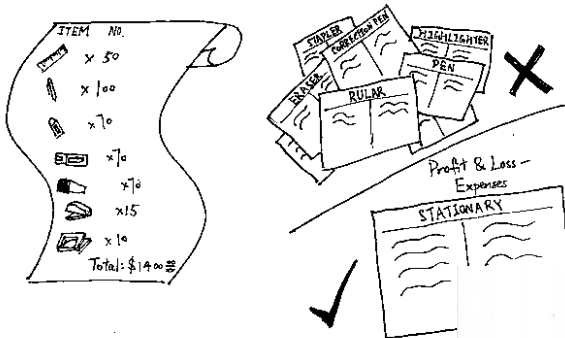


# Drawing Exercise

## Promoting a variety of assessment modes

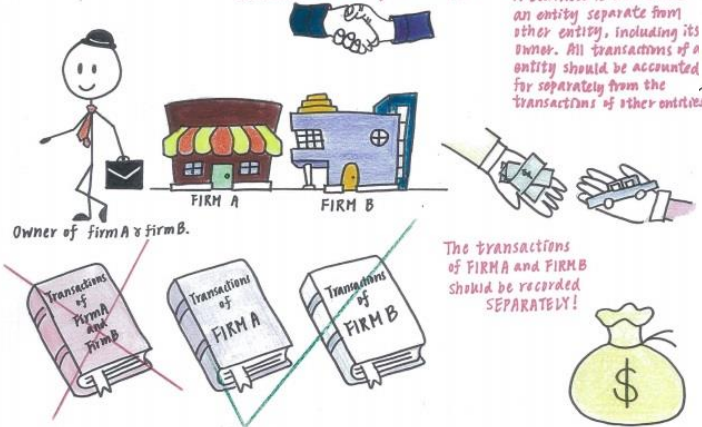
- Pair-up drawing of a picture/diagram to explain an **accounting concept**

### MATERIALITY



Definition: The relative importance of an item.

### Business Entity Concept



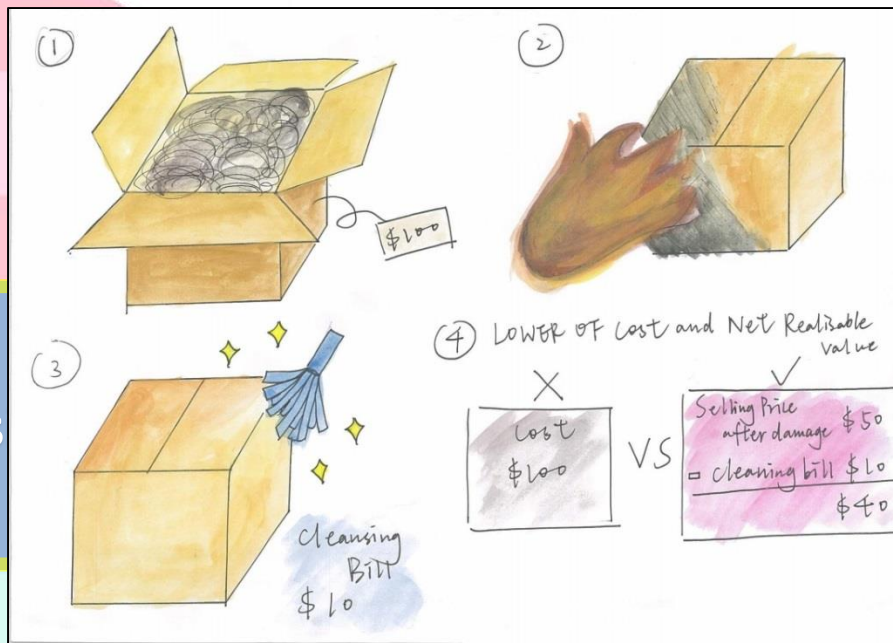
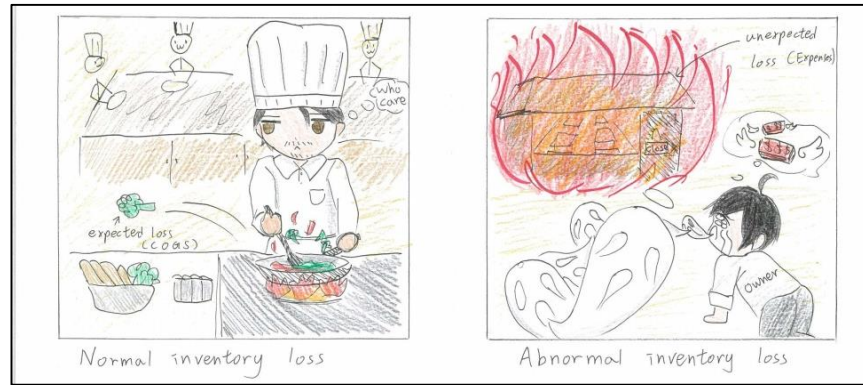
The transactions of FIRM A and FIRM B should be recorded SEPARATELY!

### BAFS Accounting Concept Project — Money Measurement



H Hardworking

# Other Concepts



# Use of eLearning tools – HKedCity

H Hardworking

WHY?

Inspiration from **online games**

WHAT?

- Multiple-choice questions
- Pair-up/ groups

HOW?

Multiple **levels** of difficulty

FEEDBACK?

Instant

REWARD?

To be **promoted** to the **next level** with an agreed percentage of accuracy

R Responsible

T Thoughtful



# Use of eLearning tools – HKedCity

H Hardworking

E

Excellent

LIFE

A

Affectionate

LOVE

R

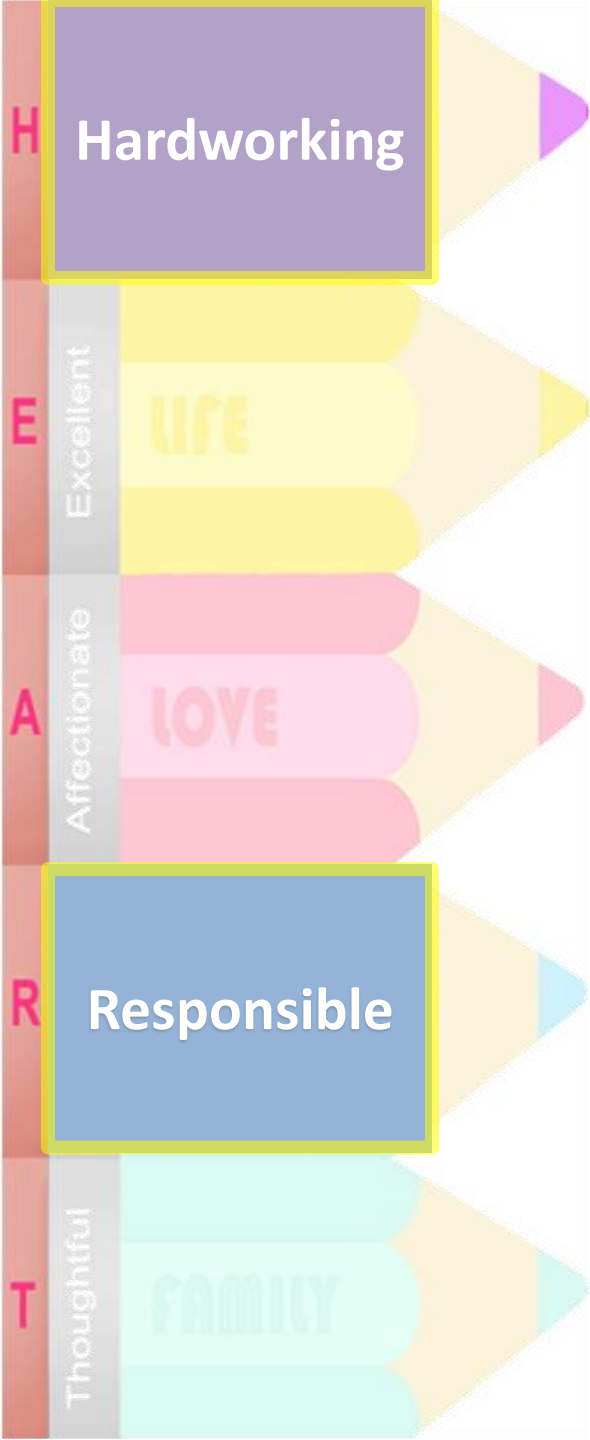
Responsible

T

Thoughtful

FAMILY





# Stock Trading Guru -Investor Education Centre

## Objectives:

- A taster of **stock trading** as an investment
- Experience the following **concepts** through games:
  - Risk and return
  - Factors affecting share prices
  - Heng Seng Index

H Hardworking

# Stock Trading Guru -Investor Education Centre

- Consolidation of knowledge through competitions
- Promoting **peer teaching and learning**



R Responsible



H Hardworking

# VC Academy Awards

- eLearning
- Peer teaching and learning
- Varied modes of assessment



H Hardworking

# VC Academy Awards

## Best Picture

- Synopsis: How a single youth achieves his financial goals

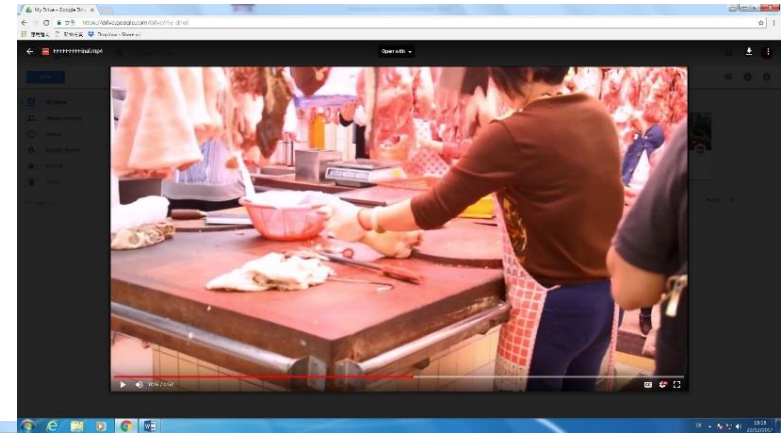
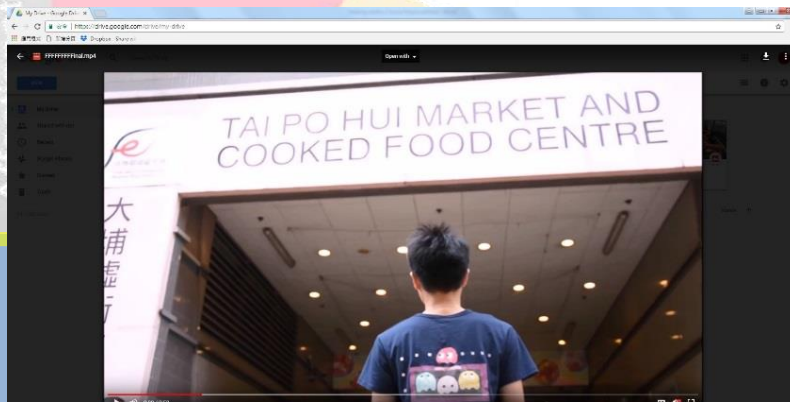


H Hardworking

# VC Academy Awards

## Best Commercial Film

- Synopsis: A local restaurant being socially responsible to the environment by providing vegetarian food



食少一份肉

對動物少一份傷害



# Google Classroom & Google Drive

H Hardworking

≡ Google Classroom

1718 F4 沃先生企會財教室

19 students

1718 F5 沃先生企會財教室

38 students

3D 孺仔孺女拉心肝

33 students

16-17 F6 沃先生企會財教室

28 students

Convenience

lifting **physical constraints**

Diversity

- Photos
- Suggested solutions
- Friendly reminders
- Video news and the Chin family

Flexibility

**Optional participation** in discussion forums

Storage

Unlimited

R Responsible

E Excellent

LIFE

A Affectionate

LOVE

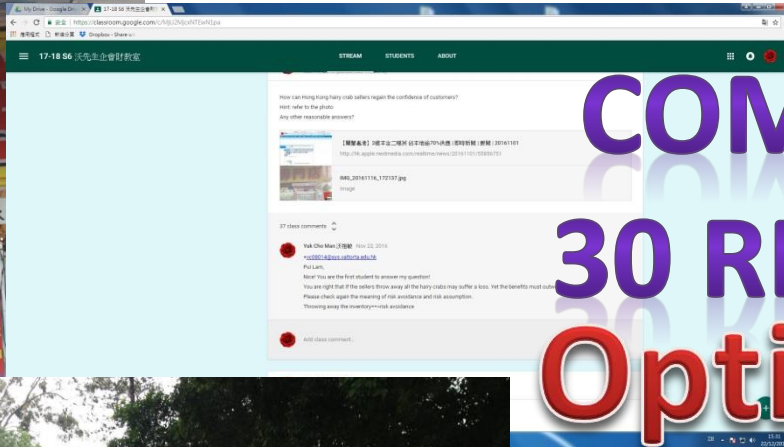
T Thoughtful

FAMILY

H Hardworking

# Google Classroom & Google Drive

- **OPTIONAL** Discussion Forums



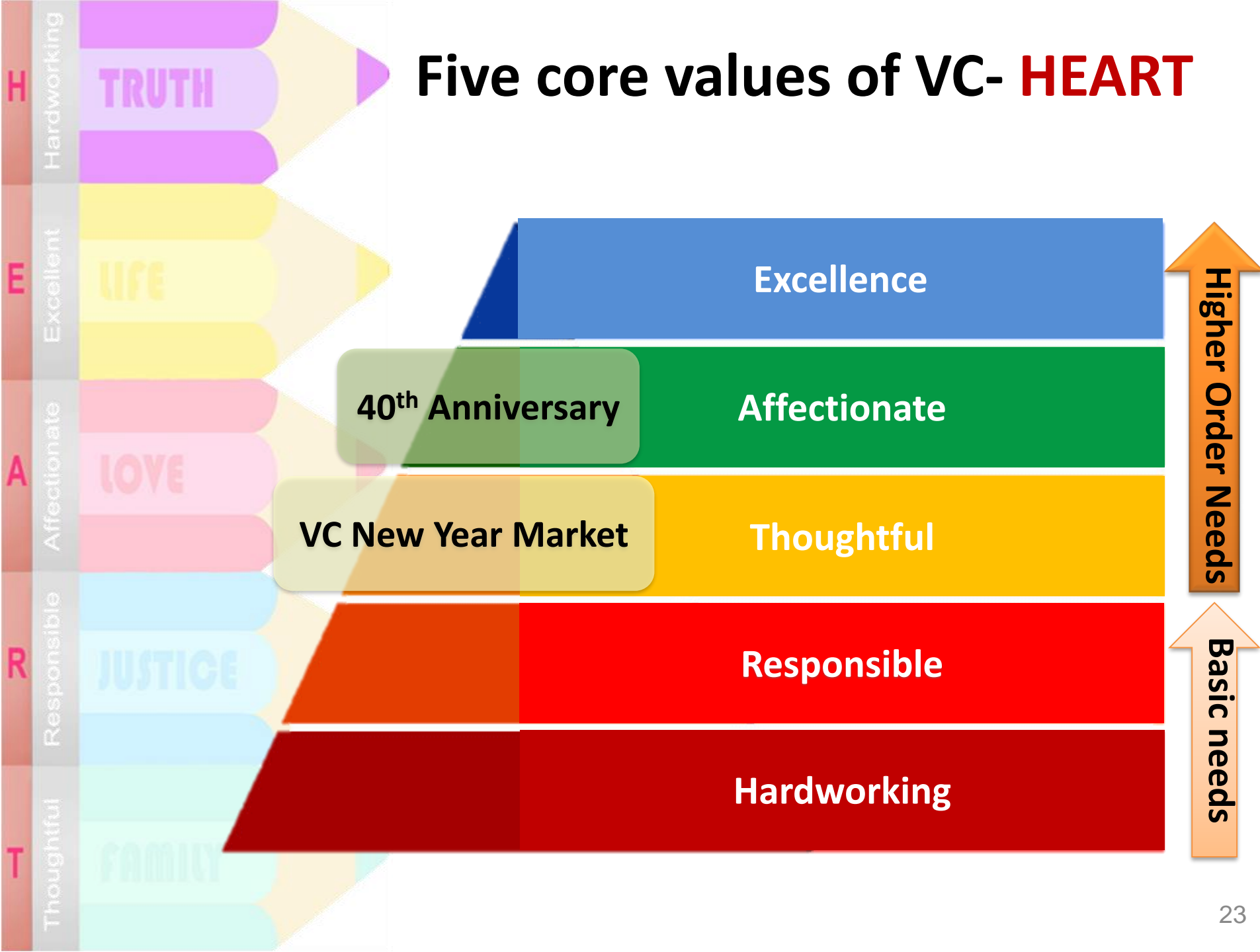
**COMPULSORY  
30 RESPONSES!  
Optional**

**Sometimes....Sigh!**

**Optional  
Quality responses**



# Five core values of VC- **HEART**





# VC New Year Market

September

October

November

December

## Collaboration across BAFS and Economics

### Formation of a company

10 students at maximum

- **Mixed** ability
- **Mixed** subject

### Financing

- Partners' capital
- Loans from VC

## Business Society

### Organizer

Committee members

### Responsibility

- Arranging the venue
- Centralized promotions
- Accounting work
- Logistics
- Flow control

Affectionate

Thoughtful

# VC New Year Market

September

October

November

December

## Proposal submission

- budgeting
- work allocation
- merchandizing
- pricing
- risk and return

Valtorta College  
VC New Year Market

### Suggestions on the content of the Business Proposal:

In your proposal, the company's decisions should be shown with supportive reasons:

1. What is/are the aim(s) of your company?
2. What is the business to be set up in your proposal?
  - (a) What to produce? [What is / are the product(s) to be sold?]
  - (b) How to produce? [What is/are the method(s) of production? e.g. labour-intensive/capital-intensive; self-production / purchase from wholesalers]
  - (c) For whom to produce? [Which group(s) of people is/are your target /potential consumers?]
3. What type(s) of production does it involve?
4. What price(s) would you set for your product(s)? What is the optimal output level?
5. What types of factors of production (basic inputs) are needed to set up the business? What are the fixed factors and variable factors?
6. How would you promote your company? What sales techniques are you going to use?
7. Who are the direct/indirect competitors? How can you differentiate from your competitors?
8. Estimate the number of products can be sold in order to project revenue.
9. Estimate the expenses of your company in order to project the net income.
10. According to your estimation, how much money capital is required to run the booth? How will the fixed costs and variable costs affect your business decisions?
11. What are the tasks to be done? How would you allocate manpower?
12. What measures will your team take if there is unexpected change in demand or change in marketing strategies of other booths?

Affectionate

Thoughtful

# VC New Year Market

September

October

**November**

December

## Oral and written feedback from teachers

- Feasibility
- Appropriateness

Valterra New Year Market Business Plan Outline / P.1

### Valterra New Year Market Business Plan Outline

A. Cover page  
B. Introduction

1. What is the name of your company? Why?
2. Who are the owners?
3. Who is the Chief Executive Officer?
4. What is the business nature?
5. What is the form of ownership?

C. Setting objectives

1. Mission Statement of \_\_\_\_XX Company \_\_\_\_
2. Goals of \_\_\_\_XX Company \_\_\_\_

D. Marketing research

1. Who are the potential/ target customers?
2. Who are the direct and indirect competitors?
3. How can you differentiate your company/products from your competitors?
4. Briefly describe the business environment.

E. Marketing Mix - 4Ps

- 1.Product - What is/are the product(s) to be sold?
- 2.Price - What price(s) would you set for your product(s)?
- 3.Place - How would you distribute your product(s)?
- 4.Promotion - How would you promote your company in the Punfair (during the business hours ONLY)?

F. Organisation

1. What are the tasks needed to be done in your company?
2. What is/are the strength(s) of your staff?
3. How would you allocate your manpower?
4. Draw the organization chart of your company.

Valterra New Year Market Business Plan Outline / P.2

G. Financial Plan

1. Estimate the start-up capital of your company.	
Items	Budget(\$)
1.	
2.	
3.	
Total budgeted start-up capital	

2. Estimate the number of products can be sold in order to project revenue.  
(Budgeted selling price X Quantity = Budgeted revenue)

3. Estimate the expenses of your company in order to project the net income.	
Items (Factor Inputs)	Budget(\$)
1.	
2.	
3.	
Total budgeted expenses	
Projected net income	
= Budgeted revenue - budgeted expenses	

H. Work Schedule

Tasks	Sept~	Oct~	Nov~	Dec~	Jan~
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					

~End of Business Plan~



# VC New Year Market

September

October

November

December

## Merchandizing



Affectionate

Thoughtful



# VC New Year Market

Date: **Post-exam** periods  
(Before the Chinese New Year)

Venue: **School Hall**





# VC New Year Market

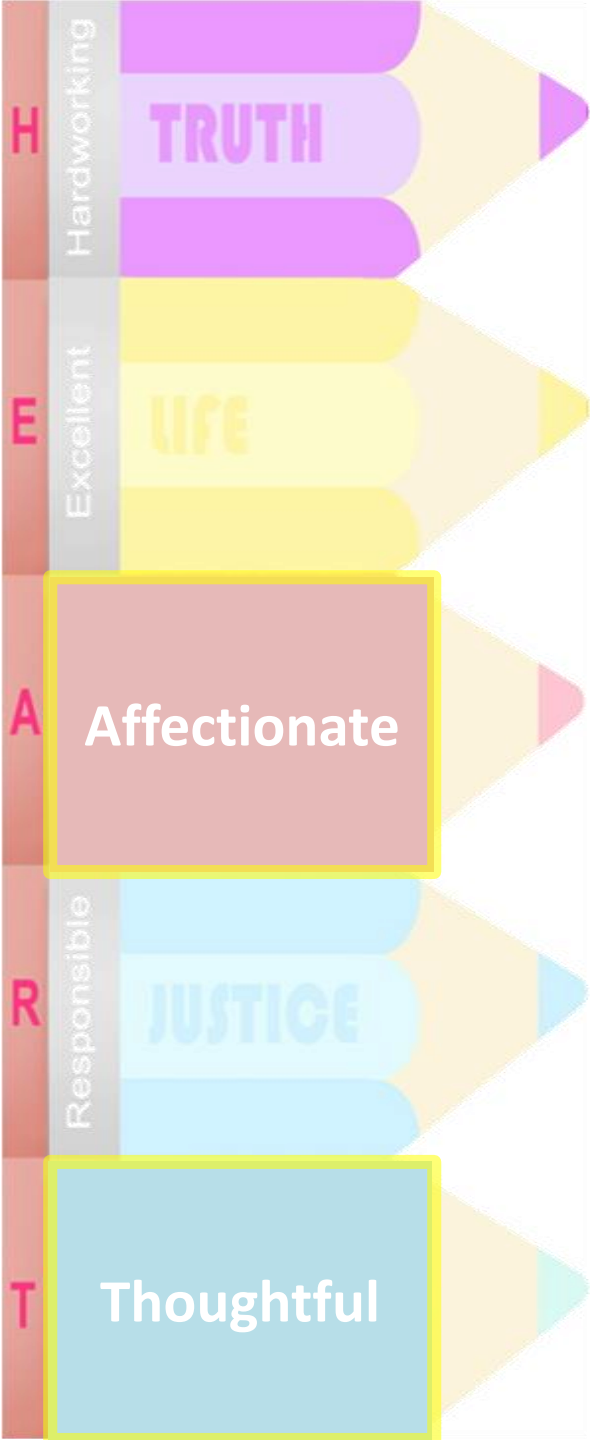
<b>Host</b>	Business Society
<b>Duties</b>	<ul style="list-style-type: none"><li>• Opening Ceremony at School Hall</li><li>• Centralized Promotion</li><li>• Cashier</li><li>• Flow Control</li></ul>

Affectionate



Thoughtful





# VC New Year Market

## Consolidation

- Drawing up Income Statement
- Value Education- Donations
- Self-reflection
- Peer evaluation

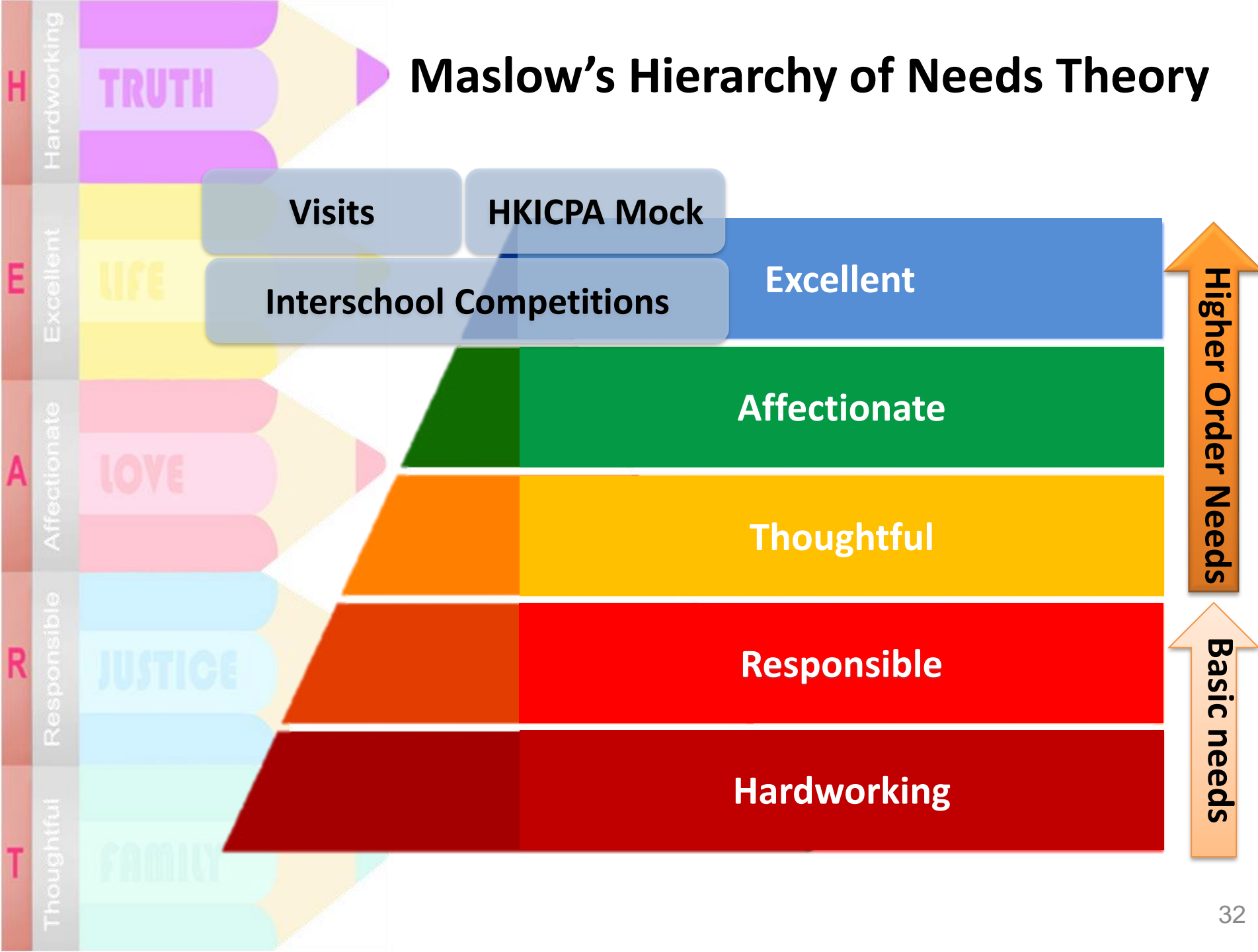


# VC 40<sup>th</sup> Anniversary

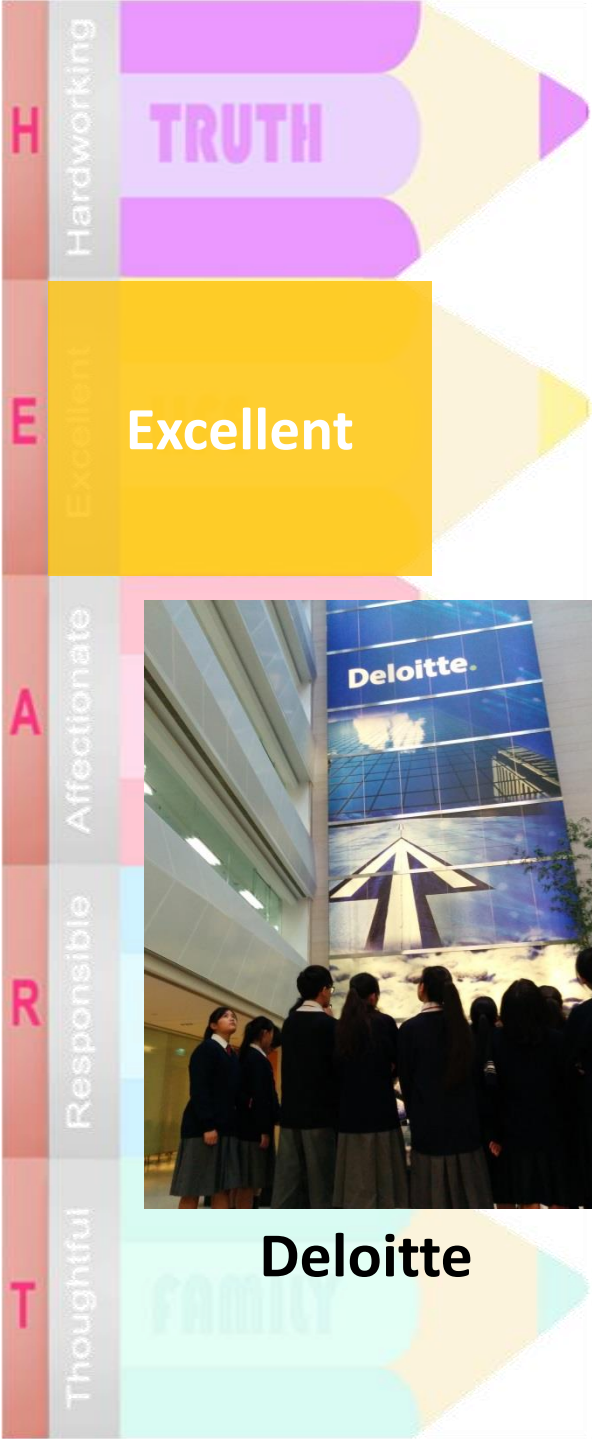
## Donation forms, Cashiers and Auditors

[illegible]

# Maslow's Hierarchy of Needs Theory







# Visits

## Objectives:

- To have an up-close view of different activities carried out in the authentic business world.



**Deloitte**



**Agricultural Bank of China  
Hong Kong Monetary Authority  
Hong Kong Brands & Products Expo**



**Study Tours**

# Mock Examinations on BAFS

## Objectives:

- To help students to prepare well for DSE BAFS.
- To gain examination skills
- To have a taste of challenge



## AAT基礎考試 中學文憑試的前哨戰 吸取公開考試經驗 做足準備

為應付首屆的中學文憑試，相信不少中六學生正理頭苦幹，而當中很多應考生也表示壓力沉重，尤其是要應付一些全新舉辦的學科，例如企業、會計與財務概論（BAFS）等，由於沒有過往試題作參考，作為「白老鼠」自然膽戰心驚。

不過，同樣是預備文憑試的三位同學卻十分正面及積極，他們正是香港財務會計協會有限公司（下稱HKIAAT）所舉辦的「財務會計員基礎考試」（下稱AAT基礎考試）2011年12月試期的金獎得主，此考試內容與形式和新高中課程的BAFS互相呼應，正好作為同學們應考文憑試的前哨戰，吸收公開試的經驗外，亦為準備中學文憑試（DSE）注入強心針。



奪得二金獎得主之歐美輝同學（左）和沃祖敬老師。

奪得一金獎得主之高悅淇同學（右）和譚潔老師。

香港會計師公會的附屬機構HKIAAT舉辦的「AAT基礎考試」，是專為修讀BAFS的同學而設，讓他們提早接觸專業試卷，亦能確立目標與方向，從而預早計劃升學路綫。此外，AAT基礎考試也可作為同學應考DSE的「熱身」，及早準備。

「AAT基礎考試」共有兩張考卷，卷一是「會計及商業元素」，內容與BAFS的必修部份接近，而卷二「基本財務及管理會計學」則主要涵蓋了BAFS的會計單元，每卷也有中文及英文考卷供考生選擇，為表揚成績優良的同學，每卷均設有金、銀、銅獎予名列前茅之考生。

學取較多應考公開試的經驗，有利日後DSE的表現，他補充：「AAT基礎考試在我們的校內中開試前兩個月進行，應考的同學們會研究AAT提供的過去試題，預早溫習有利考得好成績。」馮老師表示曾應考此AAT基礎考試的同學，在校內的BAFS考試成績較其他沒有應考的同學為佳。

### AAT成績列入SLP 檔案

大埔區天主教書院的中六生歐美輝在卷二（英文試卷）獲金獎，她說：「平日我只參加校內試，我也想知道自己在公開試的水平位置，便參加了AAT基礎考試。」

些同學還需要更加努力，從而為自己定下目標，在文憑試獲得更佳成績。另外考取的成績可以加入學生學習概覽（student learning profile）內，豐富了學生的學習經歷。」

### 同日考卷一卷二 感受實況

中華基督教會桂華山中學的中六同學陳偉欣於此次考試中奪得一銀卷二（中文試卷）的金獎，雙喜臨門令她喜出望外，兩份試題在同一天進行，上午考完卷一下午便應考卷二，她說：「這模式正好讓我體會應考文憑試中的BAFS實況。」陳偉欣的溫習方法甚具系統，平日已鑽研各題技巧與重點，然後練習由HKIAAT特別為考生預備的過去試題及補充練習，聞同學表示從聽陳偉欣試題中能有效把不同理論及概念融会貫通，最後在公開試中取得理想成績。

中五應考卷一 預早準備

### 2011年12月 (AAT Foundation)

#### 卷一 會計及商業元素

第一名（金獎） 高俊淇 梁任

第二名（銀獎） 李耀敏 天虹

第三名（銅獎） 吳耀聰 麗芝

#### 卷二 會計及商業元素

第一名（金獎） 歐美輝 中

第二名（銀獎） 譚潔欣 中

第三名（銅獎） 譚潔欣 中



# Interschool Competitions

<div> <div>Hardworking</div> <div>TRUTH</div> <div>Excellent</div> <div>Excillent</div> <div>Affectionate</div> <div>LOVE</div> <div>Responsible</div> <div>JUSTICE</div> <div>Thoughtful</div> <div>FAMILY</div> </div>	<b>Wofoo Millennium Entrepreneurship Programme</b>	<b>Champion</b> <i>Ideas turned into real products?</i> <a href="https://unwire.hk/2016/12/16/geareye-smart-sticke">https://unwire.hk/2016/12/16/geareye-smart-sticke</a>
	<b>HKICPA Accounting and Business Management Case Competition</b>	<b>Merits</b>
	<b>HKCC Business Excellence Contest</b>	<b>Merits</b>
	<b>Finance Wise 2017 by BGCA</b>	<b>Second Runner Up</b>



H Hardworking

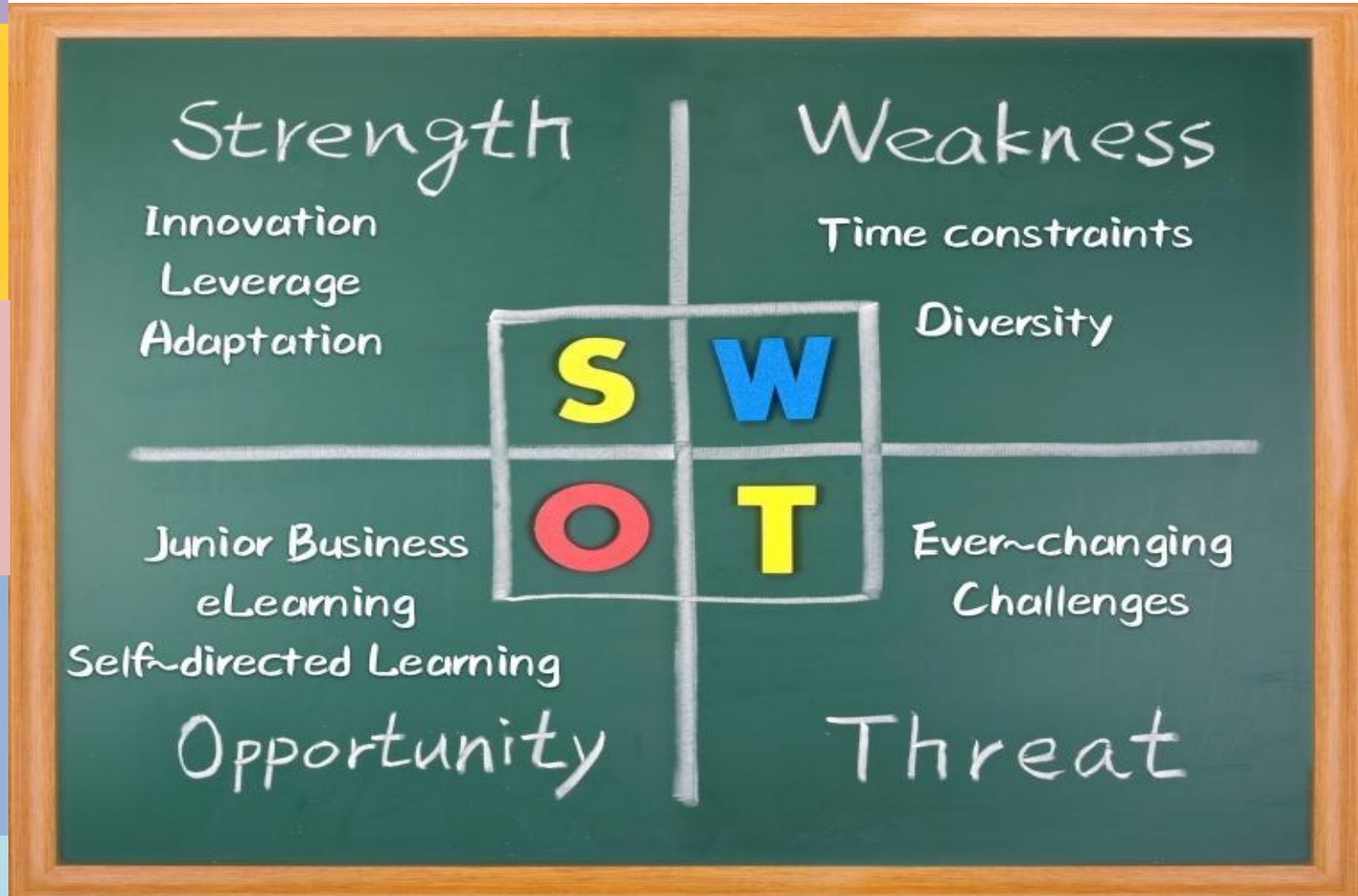
E Excellent

A Affectionate

R Responsible

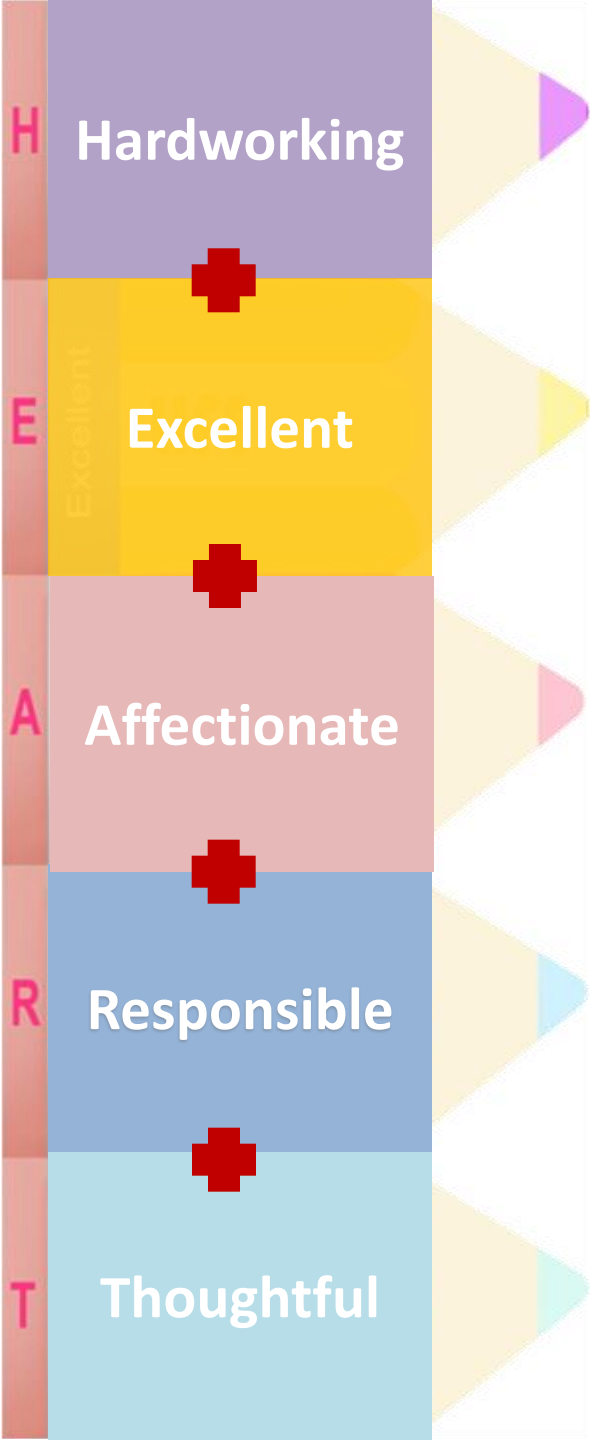
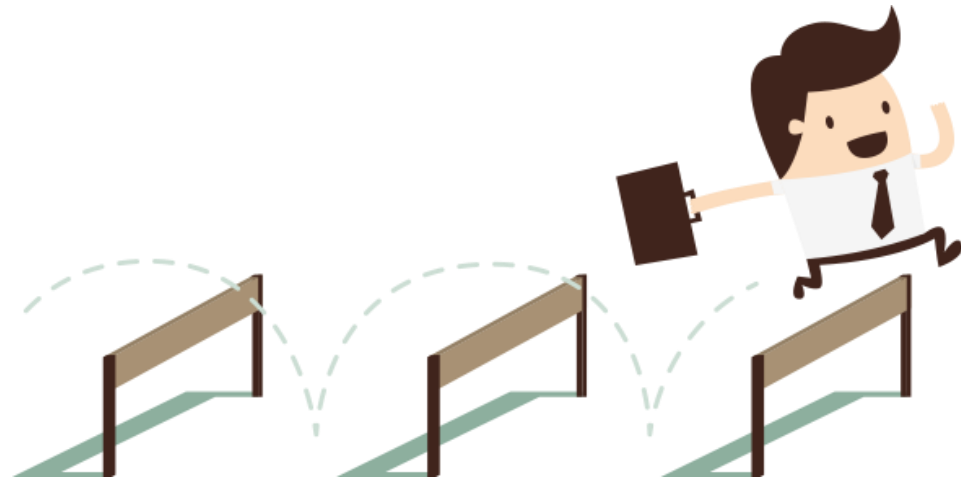
T Thoughtful

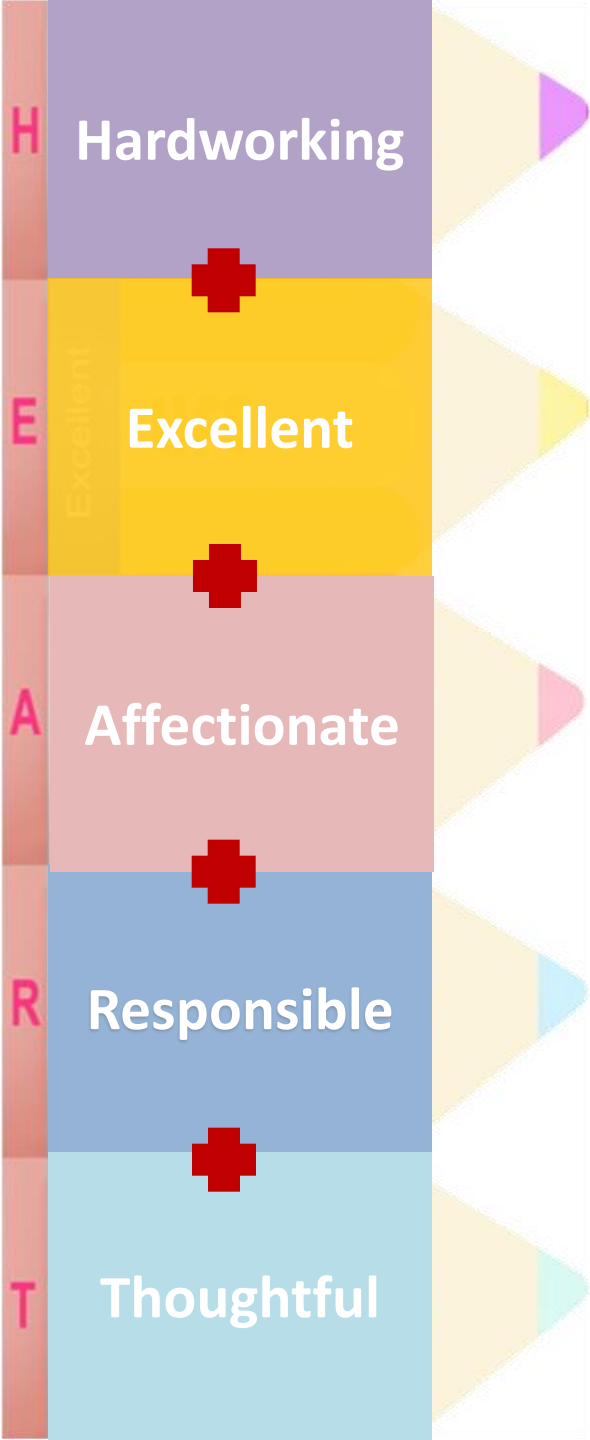
# Conclusion





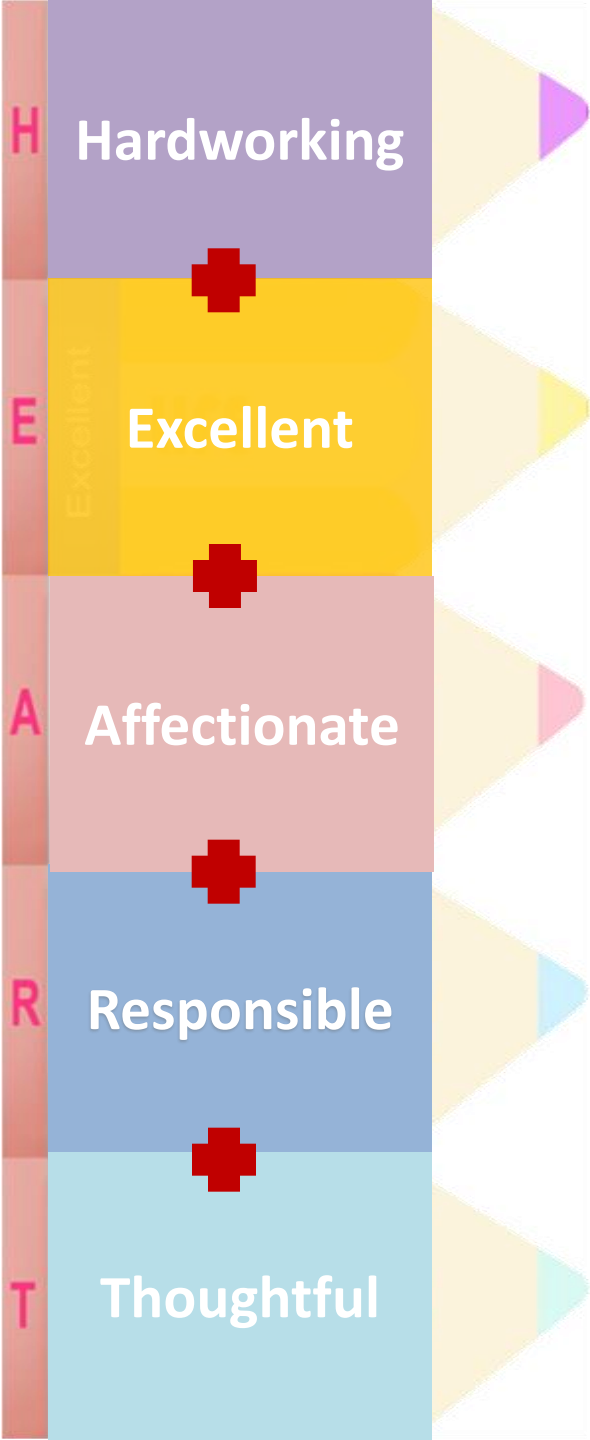
# Conclusion





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# Reference

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