**Worksheet (1) -- Class Activity 1**

**Group Discussion – What is Business?**

Please answer the following questions:

***Case 1: GoGo Van***

|  |  |
| --- | --- |
| 1. What is the business idea/opportunity of running “GoGo Van”?
 |  |
| 1. Where can the owners get the capital when starting “GoGo Van” business?
 |  |
| 1. Where and how are the transactions taken place?
 |  |
| 1. How do the owners market and promote their business?
 |  |
| 1. In what ways does “GoGo Van” generate revenue?
 |  |
| 1. Do you think “GoGo Van” is a profitable business? Why does a business owner need profit?
 | https://sp.yimg.com/xj/th?id=OIP.M1f86dd2bbd6375713ce89ecc41823e4bH0&pid=15.1&P=0&w=364&h=170 |

***Case 2: eBay***

|  |  |
| --- | --- |
| 1. What is the business idea/opportunity of running “eBay ”?
 |  |
| 1. Where can the owners get the capital when starting “eBay” business?
 |  |
| 1. Where and how are the transactions taken place?
 |  |
| 1. How do the owners market and promote their business?
 |  |
| 1. In what ways does “eBay” generate revenue?
 |  |
| 1. Do you think “eBay” is a profitable business? Why does a business need profit?
 |  |

**Suggested Answers**

**Worksheet (1) – Class Activity 1**

**Group Discussion – What is Business?**

Please answer the following questions:

***Case 1: GoGo Van***

|  |  |
| --- | --- |
| 1. What is the business idea/opportunity of running “GoGo Van”?
 | People need a more efficient way to call vans and want to enjoy the door-to-door van delivery service.  |
| 1. Where can the owners get the capital when starting “GoGo Van” business?
 | The owners obtain capital from various sources. E.g. Cyberport Creative Micro Fund; social networking Renren in the Mainland; Centurion Private Equity, etc.  |
| 1. Where and how are the transactions taken place?
 | Through mobile apps and call centre to receive customer orders. |
| 1. How do the owners market and promote their business?
 | Word-of-mouth and referral |
| 1. In what way does “GoGo Van” generate revenue?
 | Create a platform and serve as a middleman to line up van logistics operators and customers, take a percentage of each transaction as commission. |
| 1. Do you think “GoGo Van” is a profitable business? Why does a business owner need profit?
 | Yes, it is profitable and able to meet customers’ need. Profit is the reward for risk-taking and capital for further development of the business. |

***Case 2: eBay***

|  |  |
| --- | --- |
| 1. What is the business idea/opportunity of running “eBay ”?
 | People can have auction and bidding activities on the internet community and enjoy on-line shopping. A large variety of goods and services can be bought and sold worldwide.  |
| 1. Where can the owners get the capital when starting “eBay” business?
 | Venture capital from Benchmark Capital in early establishment. In 1998, the company went public and subsequently obtained capital from shareholders. |
| 1. Where and how are the transactions taken place?
 | People are connected by ebay platform and users are provided with a channel for buying and selling auctioning collectibles. The sales services take place through internet.  |
| 1. How do the owners market and promote their business?
 | Buyers and sellers shared experience in social media. Users are attracted to have transaction through eBay platform. |
| 1. In what ways does “eBay” generate revenue?
 | eBay charges transaction fees based on a percentage of sales. The higher the average sales price, the more money eBay makes on each of the transactions the company facilities. Extra revenue is generated from advertising, trading of tickets and other service fees. |
| 1. Do you think “eBay” is a profitable business? Why does a business need profit?
 | Yes, it is profitable and able to meet customers’ need.Profit is the reward for risk-taking and capital for business growth. |

**Worksheet (2) -- Class Activity 2**

**Statistical Tables**

Analyze the following statistical tables, identify the phenomenon and trend for the three types of industry, and suggest reasons for your analysis.

**Table 1: Percentage contribution to Gross Domestic Product (GDP) by economic activity (at current prices** (§Magnitude less than half of the unit employed, @ figures are subject to revision later on)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Economic Activity*** | ***2009*** | ***2010*** | ***2011*** | ***2012*** | ***2013***@ |
| Agriculture, fishing, mining and quarrying | 0.1 | 0.1 | § | 0.1 | 0.1 |
| Manufacturing | 1.8 | 1.8 | 1.6 | 1.5 | 1.4 |
| Electricity, gas and waste management | 2.2 | 2.0 | 1.8 | 1.8 | 1.7 |
| Construction | 3.2 | 3.3 | 3.4 | 3.6 | 4.0 |
| Services | 92.7 | 93.0 | 93.1 | 93.0 | 92.9 |

**Table 2: Number of Establishments by industry section**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Establishments*** | ***2010*** | ***2011*** | ***2012*** | ***2013*** | ***2014*** |
| Mining and quarrying | 3 | 2 | 2 | 2 | 2 |
| Manufacturing | 12441 | 12011 | 11716 | 11541 | 11056 |
| Electricity, gas and waste management | 324 | 326 | 371 | 417 | 422 |
| Construction | 1101 | 1172 | 1158 | 1309 | 1261 |
| Services | 321481 | 333045 | 337160 | 347768 | 354360 |

**Table 3: Number of Persons Engaged (other than those in civil service) by industry section**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Persons engaged*** | ***2010*** | ***2011*** | ***2012*** | ***2013*** | ***2014*** |
| Mining and quarrying | 83 | 71 | 73 | 78 | 80 |
| Manufacturing | 117590 | 110379 | 105308 | 103683 | 101480 |
| Electricity, gas and waste management | 11075 | 10616 | 10275 | 10956 | 11039 |
| Construction | 55425 | 69395 | 70578 | 80061 | 86343 |
| Services | 1942255 | 1998010 | 2024586 | 2067018 | 2099295 |

 *[Source: Hong Kong Annual Digest of Statistics 2015]*

**Worksheet (2) -- Class Activity 2**

**Group Discussion – The Industrial Structure of Hong Kong**

***Part I***

Refer to the statistical tables, describe any observations and identify reasons for the trend of the three types of industry.

*Observations:*

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*Reasons for the trend:*

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***Part II***

Under the existing industrial structure, what are the opportunities and potential risks to Hong Kong business?

***Opportunities Risk***

**Worksheet (3) -- Class Activity 3**

**Group Discussion – Linkage between Hong Kong and the Mainland**

1. ***Can you describe Hong Kong’s linkage with the Mainland?***

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1. ***Why should we be aware of the recent development of the Mainland?***

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**Suggested Answers**

**Worksheet (3) – Class Activity 3**

**Group Discussion – Linkage between Hong Kong and the Mainland**

1. *Can you describe Hong Kong’s linkage with the Mainland?*
2. *Why should we be aware of the recent development of the Mainland?*
3. **Linkage:**
* Geographical proximity – many foreign firms use HK as a gateway to the Mainland
* Re-export for the Mainland – the Mainland is a large trading partner for HK and HK serves as a “middleman” in importing and exporting goods from and to other countries
* Provision of supporting services, e.g., raising capital: HK is an international equity funding centre for the Mainland. Shares of the Mainland enterprises listed in Hong Kong take the form of H-shares, red chips and the Mainland private enterprises, constituted about 60% of the total market capitalisation in 2014, other than financial services, other supporting services include insurance, accounting, marketing, etc.
* Knowledge and skill transfer, e.g. management expertise and IT knowledge – marketing managers will be employed in retailing companies in the Mainland and share the management and marketing knowledge
* Flow of people, e.g. Individual Visit Scheme – tourism in HK is affected by the policy in the Mainland and the increase or drop in number of tourists also affect other industries such as hotel and catering, retailing, etc.
1. **Awareness of development:**
* Since the handover almost 20 years ago, the integration of HK and the Mainland has been closer and closer.
* The Mainland factor has been playing an important role in maintaining HK’s economic growth for the past decade.
* The Mainland’s economic growth and development increases the interaction between HK and the Mainland. Both opportunities and challenges emerge as a result. E.g. tourism and slump in stock market
* The development in the Mainland, e.g. One Belt One Road and internationalisation of Renminbi, influences HK’s development and the closer links will open up opportunities in various business sectors such as financial, professional services, trading and logistics.

 **Worksheet (4) -- Class Activity 4**

Read the press release of “New Agreement signed under framework of CEPA to basically achieve liberalisation of trade in services between the Mainland and Hong Kong” (Trade and Industry Department, 27 November, 2015), and answer the following questions:

**Question1**

What did the main text of the CEPA agreement set out?

**Question 2**

What is the benefit of the “Most-favoured Treatment” provision of the Agreement?

**Question 3**

What basically will the Agreement achieve?

**Worksheet (5) -- Class Activity 5**

**Classification of environmental factors**

Classify the following items into types of environmental factors (political-legal, economic, socio-cultural, technological and physical factors):

Health consciousness 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Competition law 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Consumer price index🡪\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Receptive to Korean culture 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Robotic operation 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Aging population 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Increase in interest rate 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Third Runaway Project 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Worksheet (6) -- Class Activity 6**

**Group Discussion –**

**Challenges of setting up a small café**

What are the challenges of setting up a small café under today’s business environment?

***Challenges:***

**Sociological**

**Economic**

**Technological**

**Political/Legal**

**Worksheet (7) -- Class Activity 7**

*Imagine you were in a supermarket and going to buy five items of goods.*

*State how and where they were produced.*

****

***Item 1***  What is it?

Source(s) of major raw materials:

Made in/ packed in:

Other countries involved in the production and distribution process, e.g. distributors (please specify their roles):

***Item 2***  What is it?

Source(s) of major raw materials:

Made in/ packed in:

Other countries involved in the production and distribution process, e.g. distributors (please specify their roles):

***Item 3***  What is it?

Source(s) of major raw materials:

Made in/ packed in:

Other countries involved in the production and distribution process, e.g. distributors (please specify their roles):

***Item 4***  What is it?

Source(s) of major raw materials:

Made in/ packed in:

Other countries involved in the production and distribution process, e.g. distributors (please specify their roles):

***Item 5***  What is it?

Source(s) of major raw materials:

Made in/ packed in:

Other countries involved in the production and distribution process, e.g. distributors (please specify their roles):

 **Worksheet (8) -- Class Activity 8**

**Group Discussion –**

**Impacts of Globalization on Hong Kong Business**

Form groups and discuss the impacts of globalization on Hong Kong business, write down your group’s views in the space provided below:

\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Worksheet (9) -- Class Activity 9**

**Case Study – Positive impacts of and criticisms against globalization**

Based on the case illustrations and discussion in your group, sum up in ***Part I: positive impacts of globalization***, and in ***Part II: Criticism against globalization***. Write your answers in the space provided.

|  |
| --- |
| ***Part I -- Positive Impacts*** 1.2.3.4.**5.** |
| ***Part II -- Criticisms*****1.****2.****3.****4.****5** |