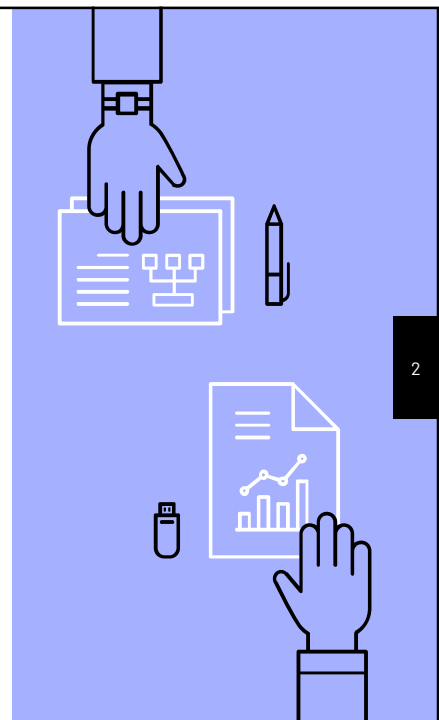


## Class suspension period

- ▶ Overnight transition from face-to-face lessons to online classes
- ▶ Challenges?
  - ▶ Technological pedagogical design?
  - ▶ Student motivation?



"Learning is **MORE**  
effective when it is  
**ACTIVE** rather than  
a passive process."  
–Kurt Lewin

3

## Mixed instructional modes

Pre-active phase:

Knowledge  
construction

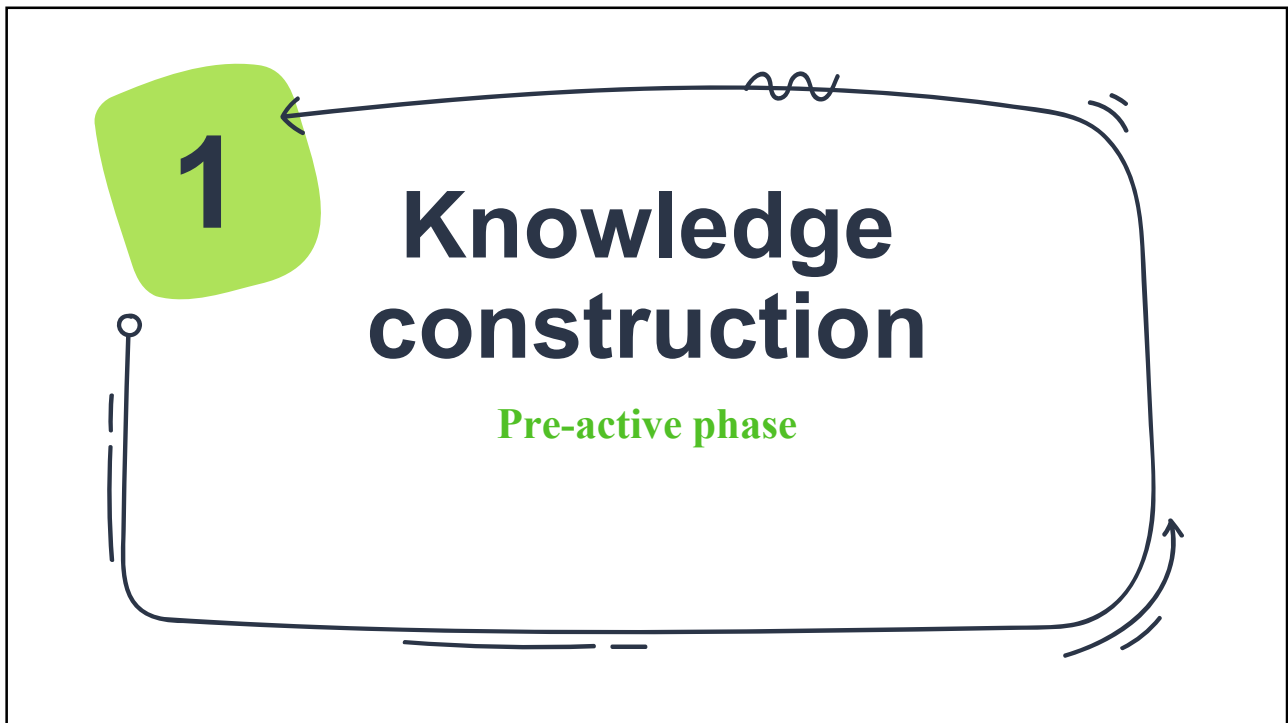
Interactive phase:

Knowledge  
application



Post-active phase:

Knowledge  
consolidation

4



**Knowledge construction**

- **Pre-recorded teaching videos**
  - Youtube videos  YouTube
- **Online learning management system (LMS)**
  - MS Team  / Google classroom 

6

**Kristy's BAFS World**  
21 subscribers

**Core 3 - Basics of Personal Financial Management**  
35 videos • 120 views • Updated 4 days ago  
Unlisted

No description

**301 Time Value of Money - 3. Present Value & Discounting**  
8:45

**301 Time Value of Money - 4. FV of Multiple CFs**  
7:14

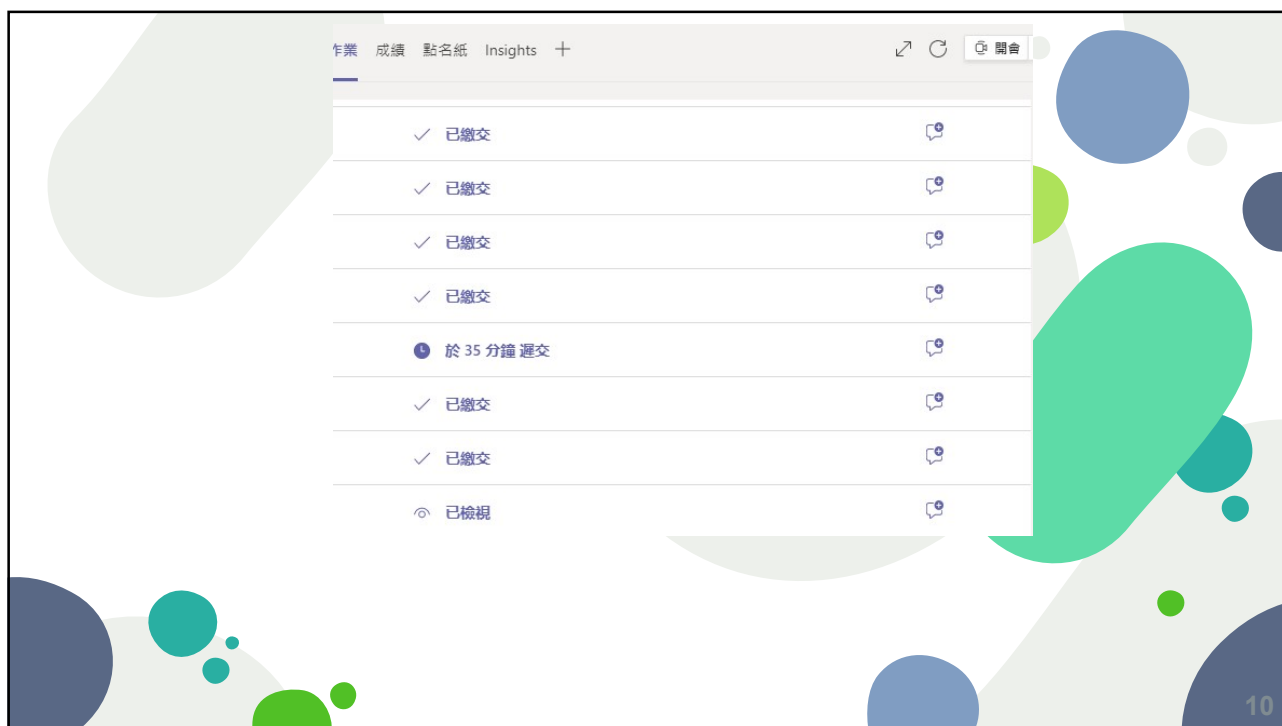
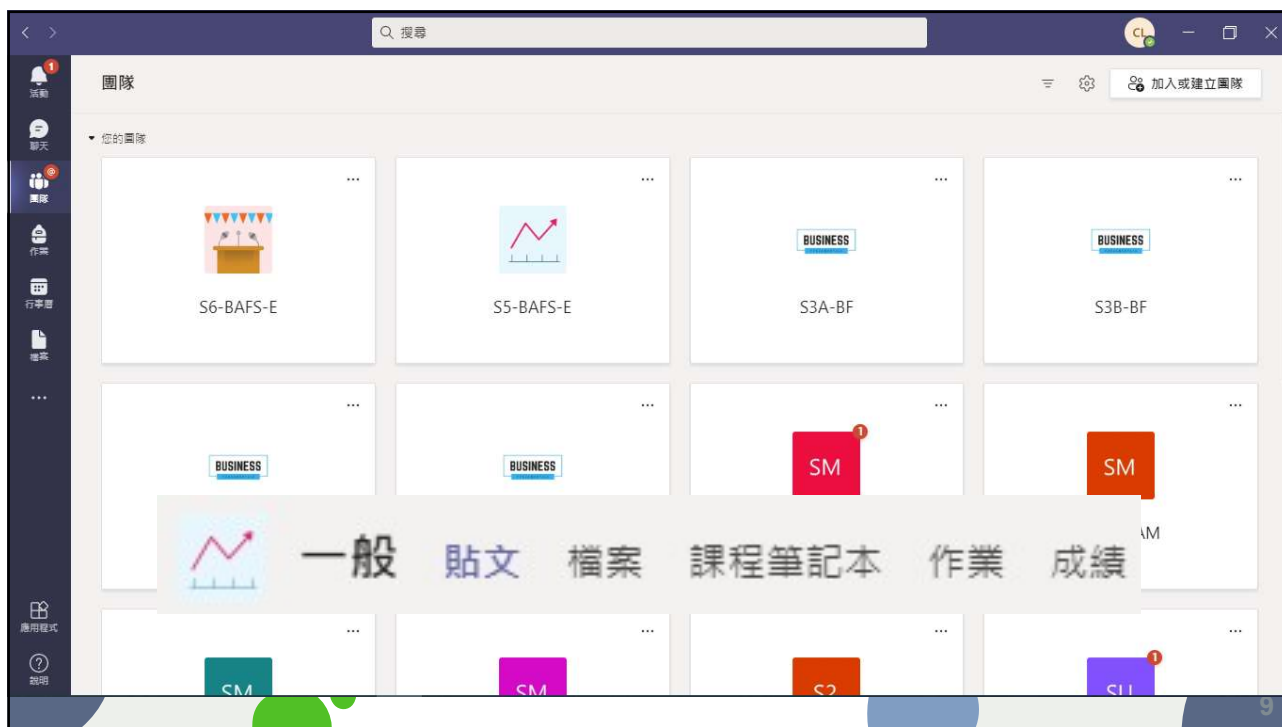
**301 Time Value of Money - 5. PV of Multiple CFs**  
10:34

**301 Time Value of Money - 6. FV of Multiple CFs**  
10:21

## Recommended Youtube channels for PFM

- Wall Street Survivor  
<https://www.youtube.com/c/wallstsurvivor/featured>
- TD Ameritrade  
<https://www.youtube.com/user/TDAmeritrade>





# Knowledge construction

- **Concept checking questions**

- MS Form



Google Form

11



**2**

# Knowledge application

Interactive phase

## Knowledge application

- Real-time communication tools

- Video conferencing (Live lesson)

- MS Team meeting



/ Zoom



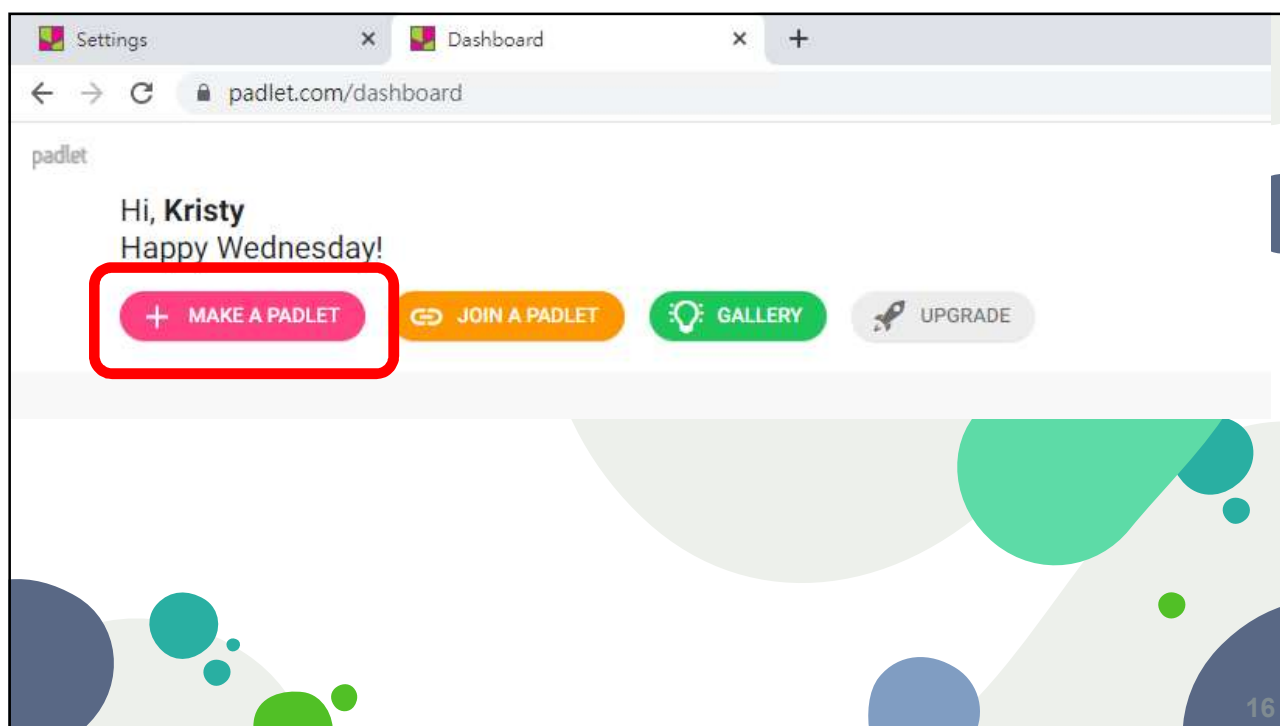
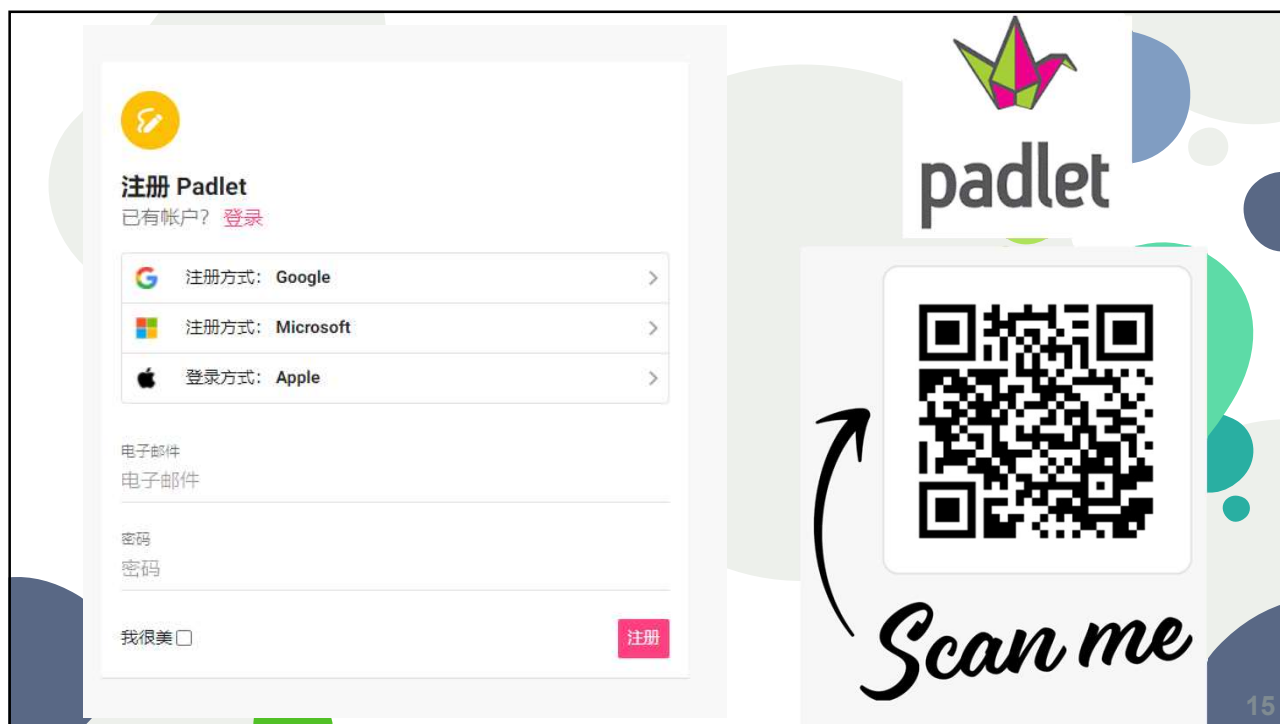
/ Google meet



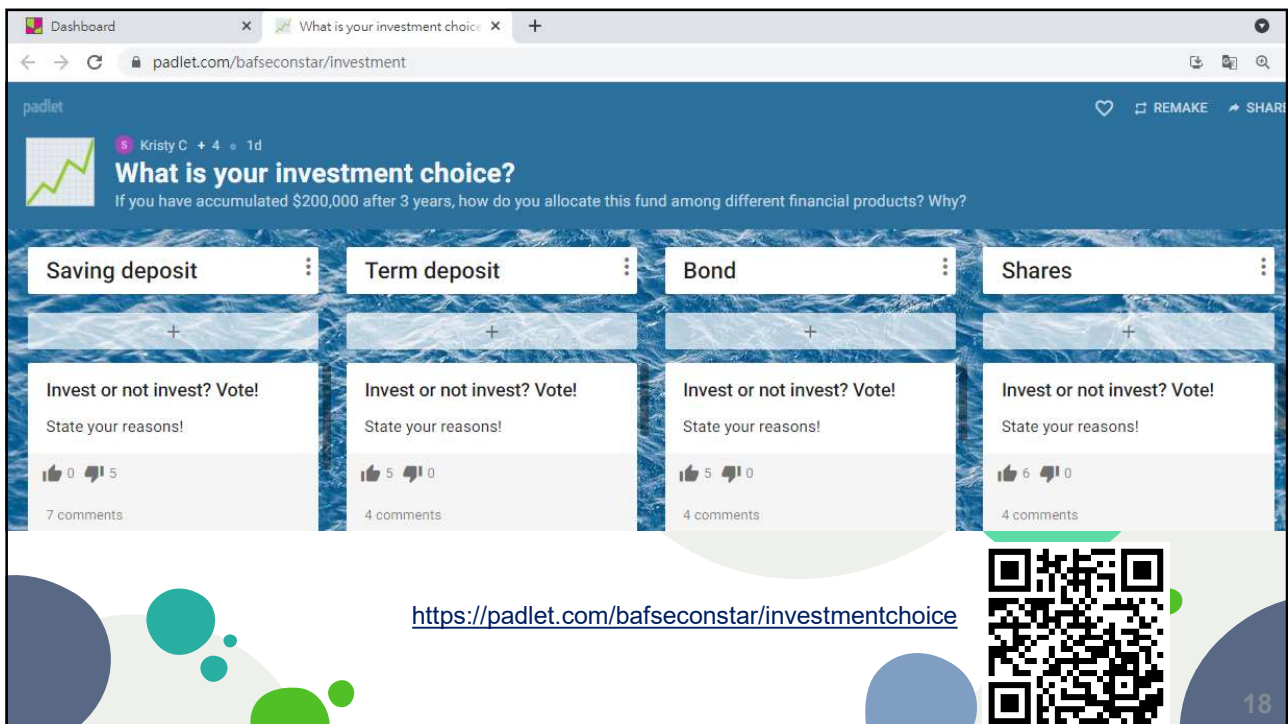
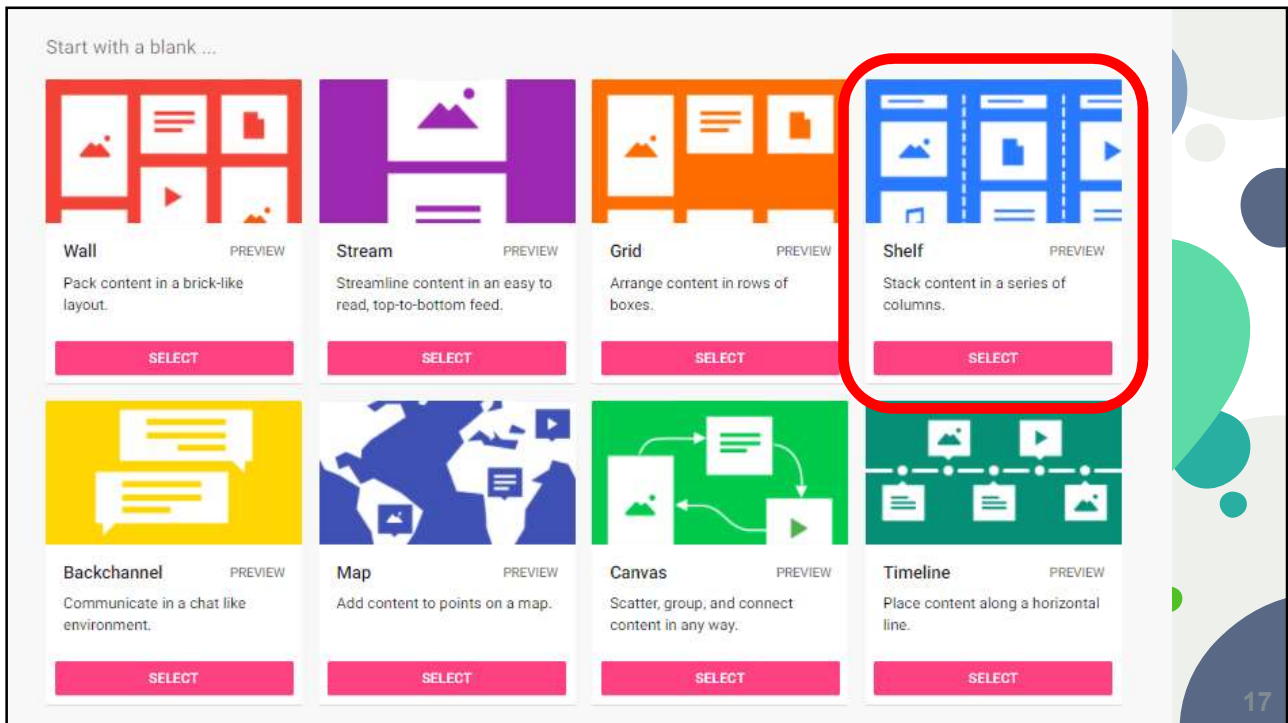
- Discussion forum

- Padlet









Settings Dashboard

padlet.com/dashboard

padlet

Hi, Kristy  
Happy Wednesday!

MAKE A PADLET JOIN A PADLET GALLERY UPGRADE

Paste padlet URL  
E.g. <https://padlet.com/gallery/kwl>  
CANCEL SUBMIT

What is your investment choice?  
<https://padlet.com/bafseconstar/investmentchoice>

19

Start with a blank ...

Wall PREVIEW  
Pack content in a brick-like layout.  
SELECT

Stream PREVIEW  
Streamline content in an easy to read, top-to-bottom feed.  
SELECT

Grid PREVIEW  
Arrange content in rows of boxes.  
SELECT

Shelf PREVIEW  
Stack content in a series of columns.  
SELECT

Backchannel PREVIEW  
Communicate in a chat like environment.  
SELECT

Map PREVIEW  
Add content to points on a map.  
SELECT

Canvas PREVIEW  
Scatter, group, and connect content in any way.  
SELECT

Timeline PREVIEW  
Place content along a horizontal line.  
SELECT

20

padlet

Kristy C • 1m

## Management Functions VS Principles of Effective Management

Can you identify and distinguish which MGT function or principle of effective mgt is involved in the following situations.

**Which management function is involved in the situation? Explain.**

A manager is setting goal for his company.

Add comment

**Which management function is involved in the situation? Explain.**

A manager compares the actual performance of the staff with the performance standard.

Add comment

**Which management function is involved in the situation? Explain.**

Peter plans to expand the business and set up three departments to take care of the garment business in Hong Kong, Macau and Shenzhen respectively.

Add comment

**Which management function is involved in the situation? Explain.**

Mandy is the owner of a company

**Which principle of effective management is adopted by High-**

**Which principle of effective**

<https://padlet.com/bafseconstar/mgtexercise>

21

Dashboard

Discussion - Promotion strategies

padlet.com/bafseconstar/promotion

padlet

Kristy C • 15 • 1m

## Discussion - Promotion strategies (TB P. 182 Q8)

Explain which promotion mix tools should be used in the following situations:

**A fast food chain wants to promote its new dishes to as many target consumers as possible. (3 marks)**

**Advertising**

It means a company uses non-personal communication to promote its product. In this case, the fast food chain may make some TV commercials to introduce its new dishes, like delicious burger scenes. The method can reach a large number of consumers.

3/3 (1)

1 comment

Kristy C 1mo Good

**A soy sauce manufacturer wants to encourage potential customers to try its new product. (3 marks)**

**Personal selling**

It means salesperson's personal presentation of a product to target consumers. The soy sauce manufacturer may let its employees to deliver face-to-face presentation about the soy sauce because it is effective in helping a consumer to understand its new product, such as spicy soy sauce, and then making his mind to buy it.

2/3 (1)

1 comment

**A bank wants to sell its new financial products to existing customers. (3 marks)**

**Direct selling**

It means to have direct connection with target consumers by communication tools. For example, the bank is able to send email or SMS messages about its new funds. In that way, the existing customers can receive the information and may purchase its product due to enhanced impression.

0/3 (1)

1 comment

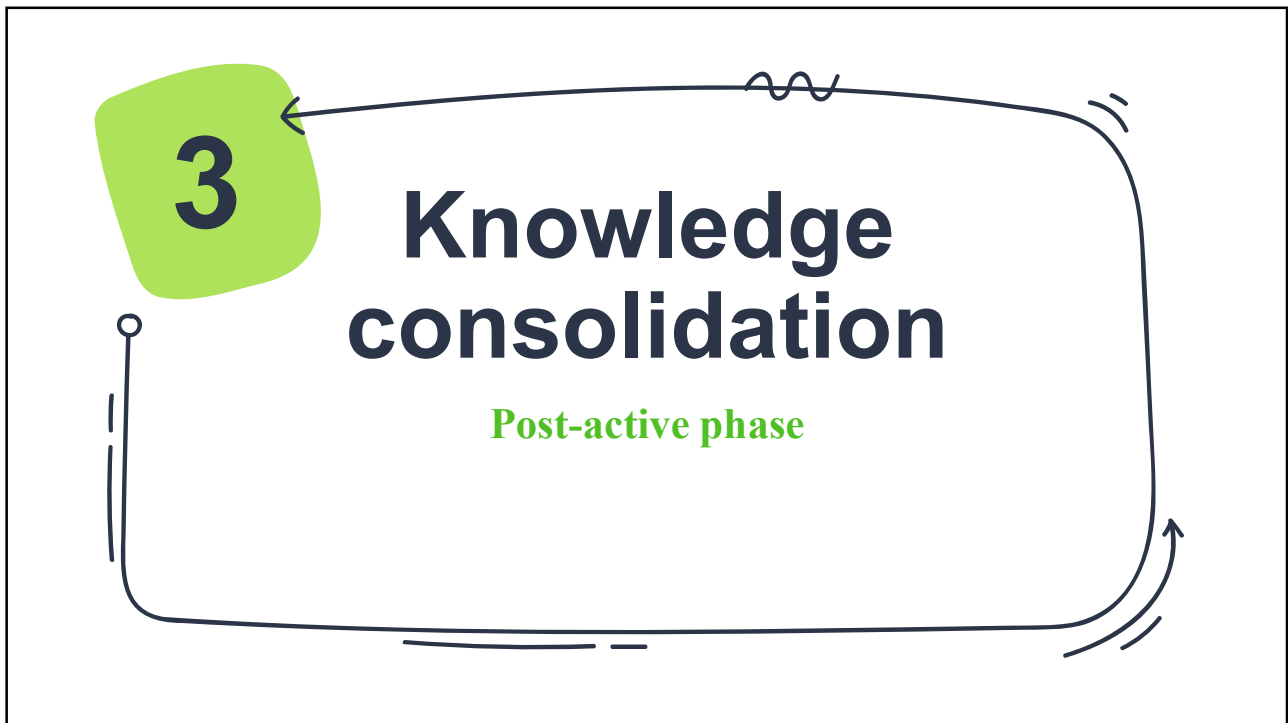
Kristy C 1mo Wrong name

**A pharmaceutical company which has been involved in a serious drug accident wants to rebuild its reputation. (3 marks)**


**Public relations**

It means a company conducts activities that aim to promote or protect its corporate image or handling unfavourable events. The pharmaceutical company can hold a press conferences to explain the drug accident. It can give confidence to the public to protect its corporate image and maintain customers to keep buying its drugs.

3/3 (1)

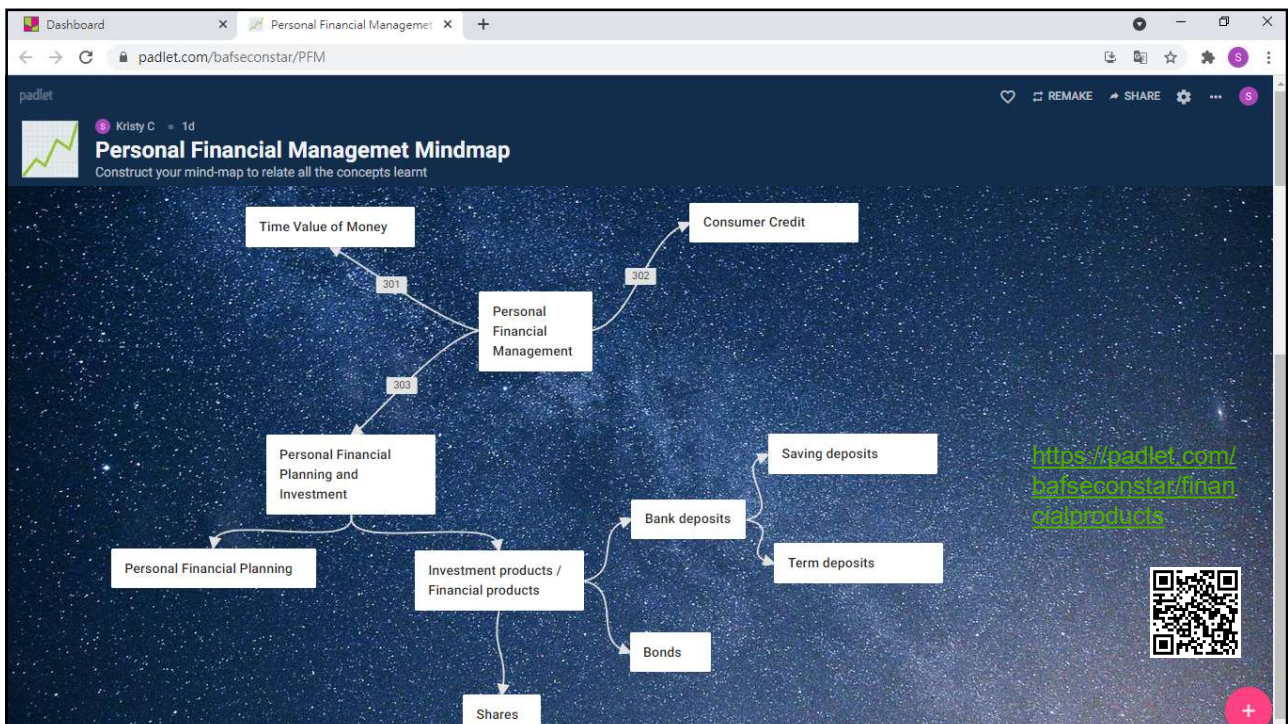
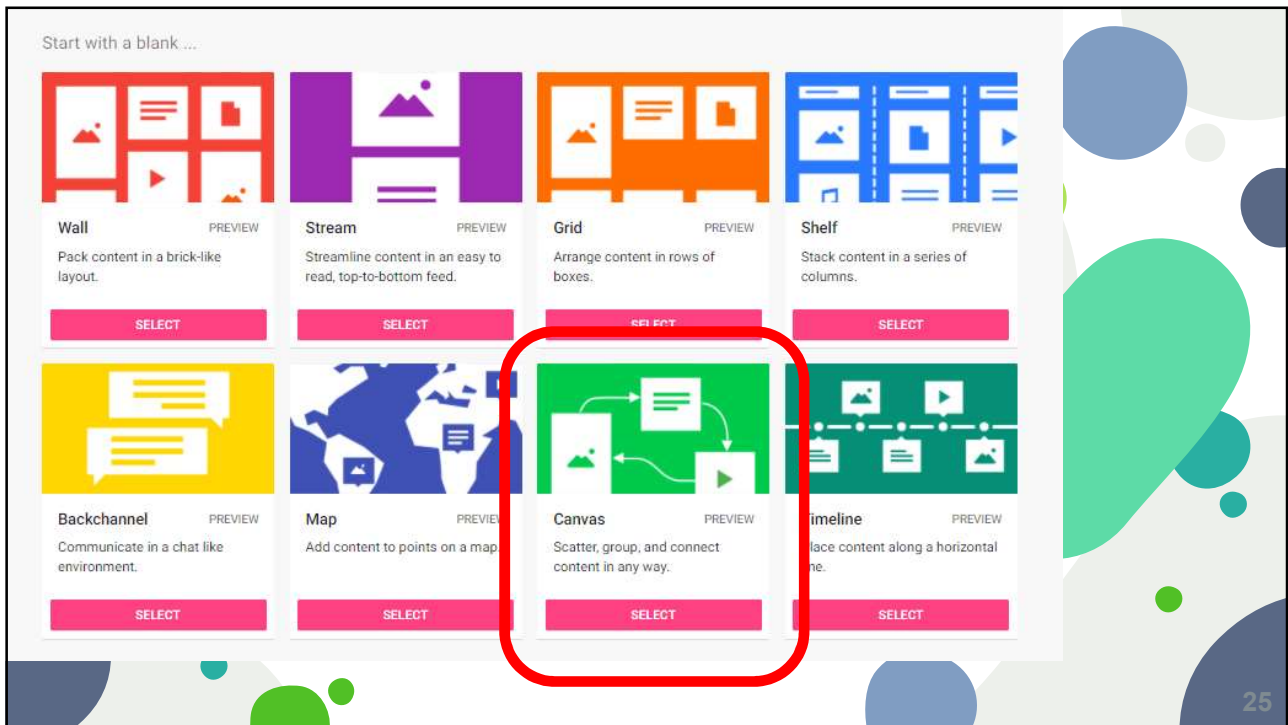


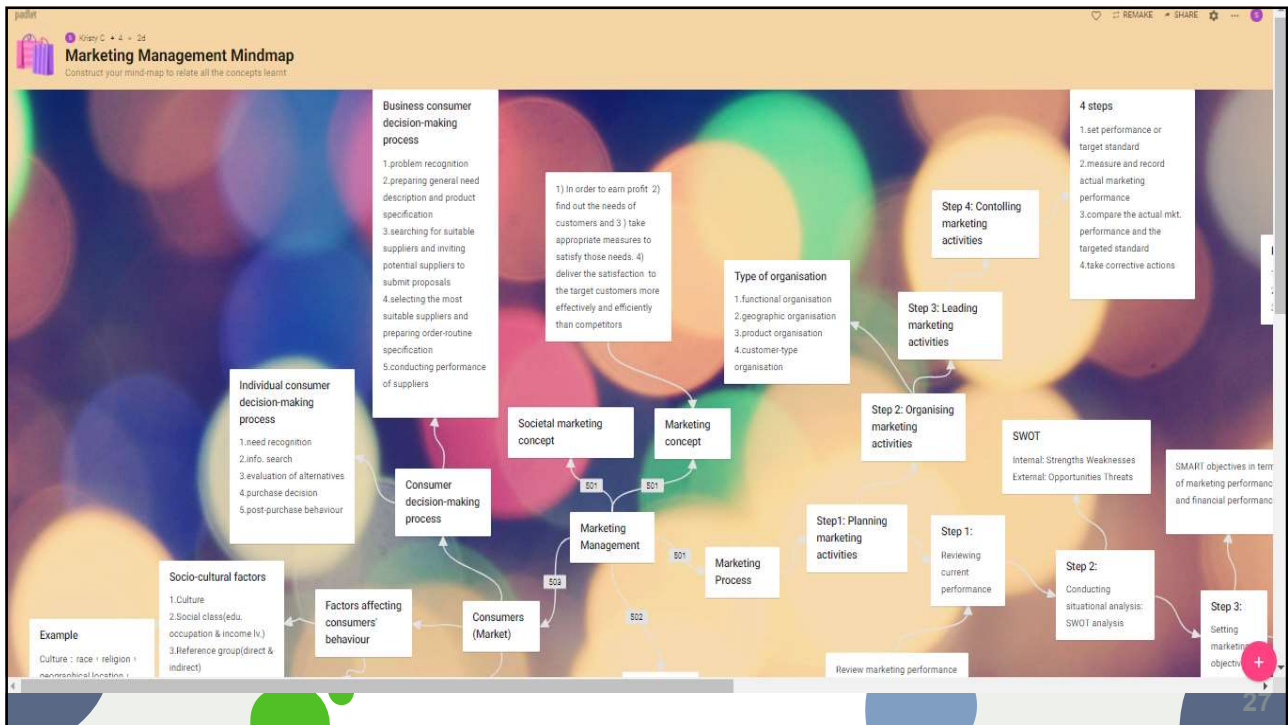
A slide titled 'Knowledge consolidation' with a background of various colored circles and shapes. The title is in a large, bold, dark blue font. Below the title, there is a list of technological tools:

- Technological tools
  - Padlet 

The number '24' is visible in the bottom right corner of the slide.





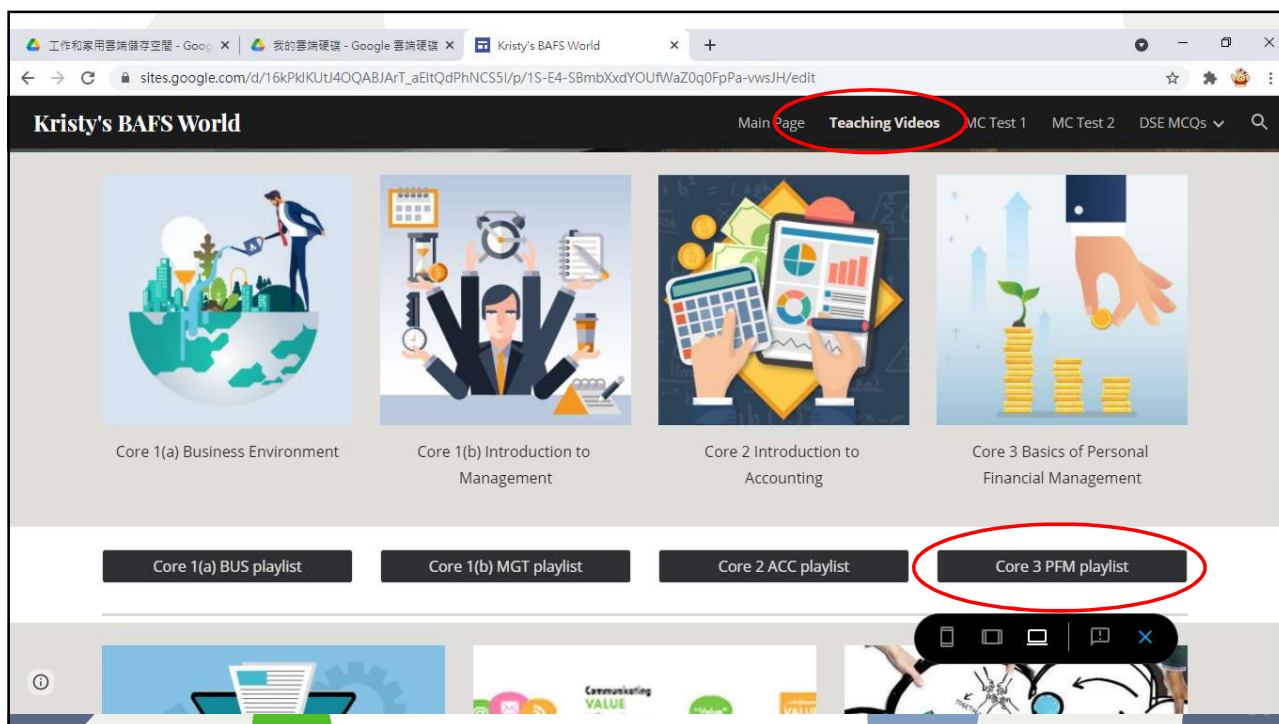
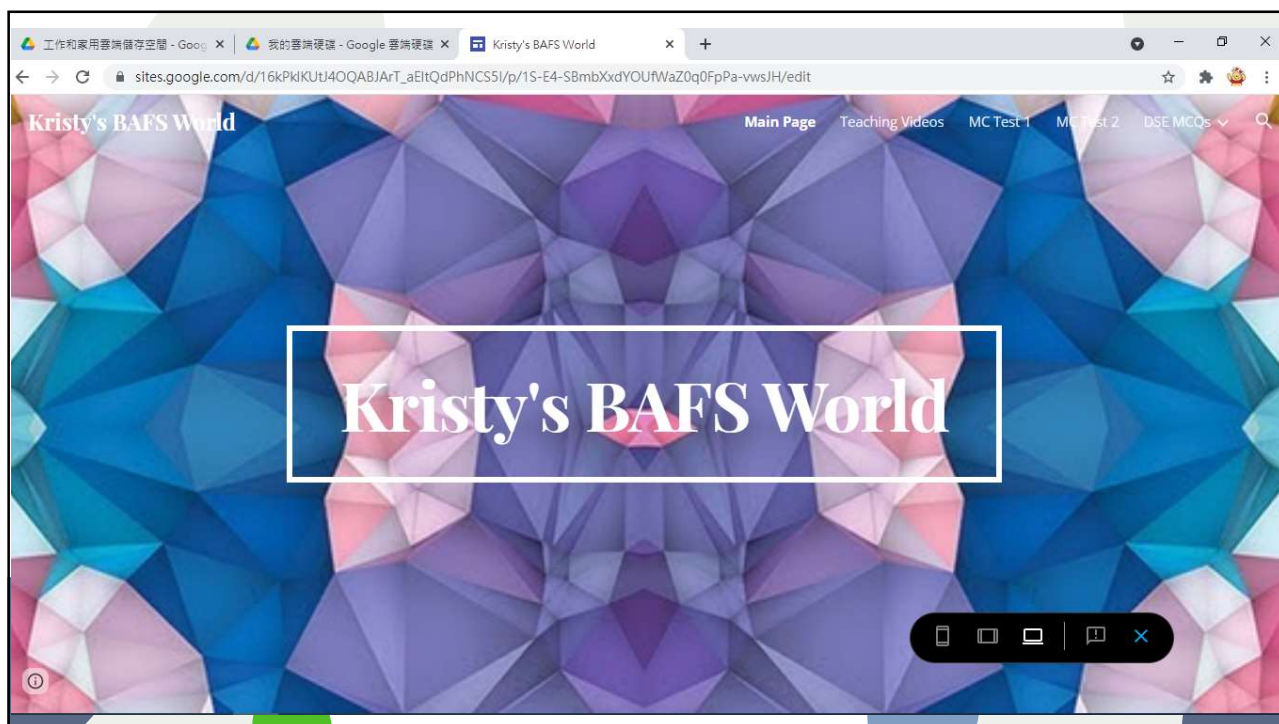


## Knowledge consolidation

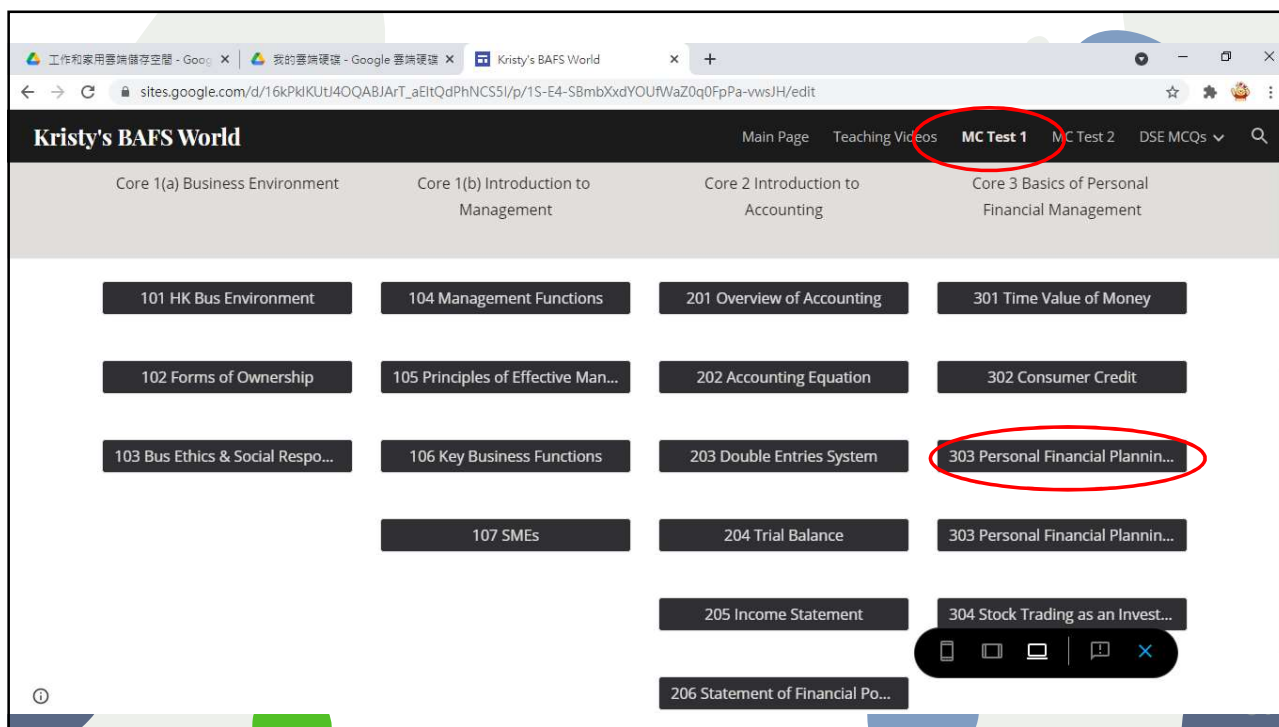
- **Technological tools**

- Padlet 

- Google site 







The screenshot shows the Google Forms interface for the '303 Personal Financial Planning & Investment MC Test 1'. The form title is '303 Personal Financial Planning & Investment MC Test 1'. Below the title, there is a message: '提交這份表單時，系統會記錄你的電子郵件地址' (When submitting this form, the system will record your email address). Below this, there is a question: '不是 chl@heungto.edu.hk 嗎? 切換帳戶' (Isn't it chl@heungto.edu.hk? Switch account). There is a red asterisk indicating a required field. The form has two input fields: 'Name: \*' and 'Class no.: \*'. Below each input field, there is a placeholder text '您的回答' (Your answer). At the bottom right of the form, there is a '1分' (1 point) label and a 'Submit' button.



