



Top Education Institute



# Corporate Training Program

## 企业管理 培训课程



[www.top.edu.au](http://www.top.edu.au)

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# TOP CORPORATE TRAINING PROGRAM (AUSTRALIA)

*The TOP Corporate Training Program (Australia) is designed to help your organisation unlock the potential and accelerate the professional development of your employees.*

In today's business world, employees need a unique combination of technical skill and professional, practical ability. It's essential to ensure that your staff have the skills required to help your organisation succeed.

TOP, a leader in innovative private higher education since its inception in 2001, together with representatives from PwC Australia, one of Australia's leading professional services firms, will work together to provide a stimulating training program exploring topics relevant to your organisation and teams.

We will work with you to tailor a program that will focus on your organisation's training needs; combining industry focus, practical skills and business acumen into a holistic training package. Please turn over the page for more detail about the sessions we could offer you.

Talk to us today about how your organisation could benefit from the TOP Executive Education Program.

## TOP

As one of Australia's primary, best-in-class private tertiary providers, Top Education Institute is nationally registered with Tertiary Education Quality and Standards Agency (TESQA). TOP's Sydney City School of Business provides quality programs at both undergraduate and postgraduate levels. The relevant courses are also accredited by major professional bodies, such as CPA Australia and CAANZ. TOP made history when it founded the very first Law School within a private higher education institute when both TEQSA and the NSW Legal Profession Admission Board (LPAB) officially accredited its degree program in



Law. Additionally, TOP, up to date, is the only private higher education provider listed by JSJ of the Ministry of Education of the People's Republic of China as one of the 42 recommended Australian universities and higher education institutes. TOP has also worked closely with the most prestigious Chinese universities and has officially established a joint education program with China's Fudan University. In addition to degree education, TOP's team is highly experienced in delivering China's executive training programs in Australia.

## PwC Australia

At PwC Australia (PwC) our purpose is to build trust in society and solve important problems.

PwC is one of Australia's leading professional services firms, bringing the power of our global network of firms to help Australian businesses, not-for-profit organisations and governments assess their performance and improve the way they work. Having grown from a one-man Melbourne accountancy practice in 1874 to the worldwide merger of Price Waterhouse and Coopers & Lybrand in 1998, PwC now employs more than 6,000 people.

Our people are energetic and inspirational and come from a diverse range of academic backgrounds, including arts, business, accounting, tax, economics, engineering, finance, health and law. From improving the structure of the Australian health system, to performing due diligence on some of Australia's largest deals, and working side-by-side with entrepreneurs and high-net-worth individuals, our teams bring a unique combination of knowledge and passion to address the challenges and opportunities that face our community.



# 澳大利亚精英普华联合商学院的企业培训



澳大利亚精英普华联合商学院的企业培训项目由两所极富创新精神的机构合作设立-澳大利亚知名高校精英高等教育学院 (Top Education Institute) 和全球商界领袖普华永道 (PricewaterhouseCoopers)

## 澳大利亚精英高等教育学院 (Top Education Institute)

是澳大利亚联邦教育部高等教育质量与标准管理局 (TEQSA) 国家注册的高等院校。其商学院的相关课程被澳大利亚注册会计师公会 (CPA Australia) 和澳大利亚和新西兰特许会计师协会 (Chartered Accountants ANZ) 等主要专业学会认可。精英高等教育学院建立了澳大利亚第一所私立高校的法学院, 其课程为政府法律专业资格准入委员会 (Legal Profession Admission Board) 官方认可注册。精英高等教育学院也是中国教育部涉外监管网上唯一推荐的澳大利亚私立高校, 与中国一流大学有密切的合作交流, 并在中国建立了教育部

批准的中外合作办学项目。除了学历教育, 学院管理团队有丰富的组织中国高级人员在澳培训项目的经验。

## 普华永道 (PricewaterhouseCoopers)

普华永道 (PricewaterhouseCoopers, 简称: PwC) 普华永道是澳大利亚最顶级的专业服务机构之一。它借助自身强大的全球网络, 为澳大利亚的企业, 非营利性机构和政府部门提供绩效考核并且优化他们的工作。从最初1874年, 一个墨尔本的单人会计事务所不断发展到1998年全球范围内Price Waterhouse和Coopers & Lybrand兼并。现如今, 雇员已超过6000人。全球范围内, 普华永道在157个国家和地区设有事务所, 并且有超过208, 000名专业人材提供最优质量的审计, 税务和咨询服务。

普华永道的出色之处在于建立对客户关系的承诺, 对专业知识及经验的分享, 对高标准人才素质的重视和对专业性的重视, 从而实现其价值最大化。普华永道致力于创造其高端文化和EWP (提高工作实践计划), 其独特价值能帮助员工发掘最大的潜能; 并努力通过影子工作、团队协作和实地学习等方式提高员工解决问题的能力。

# CORE PROGRAMS

## 核心课程

### **Personal Income Tax**

个人所得税

### **One Belt, One Road Co-facilitated by TOP and PwC**

一带一路由精英高等教育学院和普华永道共同完成

### **Aus China Culture Exchange**

澳中文化交流

### **Legal & Compliance**

法律和合规

### **Personal Brand**

个人品牌

### **Business Environment Culture**

商业环境文化

### **General Office Culture**

综合办公文化

### **Presenting**

展示 / 演讲

### **Writing**

商务写作

### **Human Resource Management**

人力资源管理

### **Marketing**

市场营销

### **Corporate Tax**

企业税务

### **Excel**

微软办公软件 Excel

### **Data Analytics**

数据分析

### **Financial Modelling**

财务建模

### **Labour Relations**

劳务关系

### **PowerPoint**

微软办公软件PPT

### **Superannua- tion**

养老金

### **Australian Politics**

澳大利亚政治



1	Presenting 展示/演讲	Minute Taking Skills 会议纪要技巧
		Critical Thinking, Analysis and Argument Presentation Skills 批判性思维, 分析和论证演讲技巧
		Presentation Skills 演讲技巧
2	Personal Brand 个人品牌	Conflict Resolution 解决冲突
		Interview Training for Job Seekers 求职者面试技巧
		Active Listening Skills 积极倾听技巧
		Coping with Change – Making the Transition 应对变化 – 转型
		Creative Thinking and Problem Solving 创意思维及解难技巧
		Resilience and Stress Management 弹力和压力管理
		Building Self Esteem and Assertion in Business 如何在商业中建立自尊和主张
		Communication Skills 沟通技巧
		Assertiveness Techniques 自信技巧
		Time Management Skills 时间管理技巧
		Managing Personality Clash Issues 个性冲突问题管理
		Overcoming Shyness and Increasing Personal Interaction 如何克服害羞和增加个人互动
3	Writing 商务写作	Negotiating Skills for Professionals 专业人士的谈判技巧
		Managing Personal and Work Priorities 个人与工作重点管理
		Email Writing Skills 邮件写作技能
		Report Writing Skills 报告写作技能
		Business Writing Skills 商务写作技能
		Advanced Business Writing Skills 高级商务写作技能
		Written Communications for Small and Medium Enterprise 中小企业的书面沟通
		Business Plan Writing 商业计划编写
		Writing for the Web 撰写网站

4	Human Resource Management 人力资源管理	Business-Driven Human Resource Practices 业务驱动的人力资源实践
		Developing Effective Human Resource Policies 有效的人力资源政策开发
		Personality Styles and Professional Success Course 个性风格和职业成功课程
		Recruitment and Retention 招聘和保留
		Managing Millennials and Inter-generational Staff Course 千禧一代和代际员工管理
		Leading Millennials for Middle Management Course 中层管理者的千禧一代领导课程
		Staff Recruitment, Selection and Induction Essentials 员工招聘，甄选和入职要点
5	Corporate Tax 企业税务	Corporate Tax in Real Estate Industry 房地产行业税务
		CGT Small Business Concessions 小型企业的资本收益税
		Employment Tax Essentials 雇佣相关税务课程
		GST and Cross Border Transactions 消费税和跨境交易
		Income Tax for Companies 企业所得税课程
		Year End Tax Planning 年底税务规划
		GST – Imports, Exports and Currency 消费税 – 进口，出口和货币
		BAS Fundamentals 业务活动报表基础
6	Data Analytics 数据分析	Big Data and its Management 大数据及其管理
7	Superannuation 养老金	Self-Managed Superannuation Fund Course 自我管理养老金课程
		Superannuation interests and pension strategies - making them count 最优化养老金利益和抚恤金策略
		Investment Goals and Strategy 投资目标和策略
8	Aus China Culture Exchange 澳中文化交流	Cross-cultural awareness training 跨文化意识培训
9	General Office Culture 综合办公文化	Workplace Ergonomics 工作场所工效学
		Workplace Harassment and its Resolution 工作场所烦恼和解决方法



10	Marketing 市场营销	Online Marketing and Promotion 网络营销和推广
		Selling Smarter 销售技巧
		Sales Account Management 销售账目管理
		Sales Territory Management 区域销售管理
		Sales Team Budget Development and Implementation 销售团队的预算制定和实施
		Sales Team Development 销售团队开发
		Telephone Techniques 电话销售技巧
		Customer Service Excellence Course 卓越客户服务课程
		Telemarketing and Phone Techniques for Elevated Sales 提升销售的电话营销和电话技巧
11	Financial Modelling 财务建模	Business Analysis Essentials 商业分析概要
		Financial Modelling Fundamentals 财务建模基础
		Building financial models in Excel 如何在电子表格里建立财务模型
12	Australian Politics 澳大利亚政治	Public Sector Fundamentals 公共部门基础
		Strategic Change Management in Government 政府的战略改变管理
		Overview of Liberal Party Policy 自由党政策概述
13	PowerPoint 微软办公软件PPT	PowerPoint 2013 Beginner 初级PowerPoint 2013
		PowerPoint 2013 Advanced 高级PowerPoint 2013
		PowerPoint 2016 Beginner 初级PowerPoint 2016
		PowerPoint 2016 Advanced 高级PowerPoint 2016
14	Excel 微软办公软件 Excel	Excel 2013 Beginner 初级Excel 2013
		Excel 2013 Intermediate 中级Excel 2013
		Excel 2013 Advanced 高级Excel 2013
		Excel 2016 Beginner 初级Excel 2016
		Excel 2016 Intermediate 中级Excel 2016
		Excel 2016 Advanced 高级Excel 2016

# INDUSTRY TOPICS

## 行业课题

**Banking**  
银行业

**Logistics**  
物流业

**International  
Transactions**  
国际交易

**Accounting**  
会计

**Agriculture**  
农业

**Finance**  
金融业

**Tax**  
税务

**Deals**  
交易服务

**Property**  
房地产业

**Real Estate**  
地产业

**Legal**  
法务

**M&A**  
收购与兼并

**Telecomm-  
unications**  
通讯业

**Mining**  
矿业

**Age Care**  
老年护理

**Retail &  
Consumer**  
零售及消费品

**Oil & Gas**  
石油与天然气

**Airline**  
航空

**Health &  
Hospital**  
医疗保健

**Infrastructure**  
基础设施建设



1	Banking 银行业	Role of APRA, ADI's and SCCI's and Payment Systems Course APRA, ADI and SCCI的作用和支付系统课程
		CFO Strategy & Leadership Programme 首席财务官战略与领导力课程
2	Logistics 物流业	Strategic Sourcing and Procurement Course: Processes and Skills 战略采购和采购过程: 步骤和技能
3	Accounting 会计	Forecasting and Profit & Loss 预测和损益
		Fundamentals of Accounting 会计基本原理
		Analysing and interpreting financial reports and budgets 财务报告和预算的分析和解释
		Accounting for employee benefits 员工福利会计
		Accounting for business combinations 企业合并会计
		Key accounting standards 重要会计准则
		Preparing annual financial statements 年度财务报表准备课程
		Excel skills in accounting 电子表格在会计中的应用技巧
		Accounting for Non Accountants 非会计师应该了解的会计技巧
4	Finance 金融	Budgets and Forecasts Course for Organisations 企业的预算和预测
		Financial Planning Course: Achieve Your Life Goals 财务规划课程: 实现你的人生目标
		Retirement Planning Course: Structuring Your Assets 退休计划课程: 构建你的资产
		Self-Managed Superannuation Fund Course 自我管理养老金课程
		Finance Course for the Non-Financial Manager 非财务经理应该了解的财务技巧
		Understanding Investing for Long-Term Gain Course 长期投资获益课程
5	Tax 税务	Tax in real estate industry 房地产行业税务
		Tax Update 税务信息更新

6	Real Estate 房地产业	Government Policy and the Real Estate Market in Australia 澳大利亚政府政策和房地产市场
		Real Estate Domestic and International Competition: An Australian Market Perspective 房地产业的国内和国际竞争：澳大利亚市场角度
		Contracts, Contract Management and AS11000 合同，合同管理和AS11000
7	Legal 法务	Building and Construction Law 房屋与建筑法
		Key Topics in Property Law 财产法
		Business and Contract Law 商务与合同法
		Employment Law 雇佣法
		Contract Writing & Negotiation for Non-Lawyers 非律师应该了解的合同起草和谈判技巧
8	Mining 矿业	People Management 人员管理
		Financial Management 财务管理
		Leadership 领导力
9	Retail and Consumer 零售与消费者	Retail Management 零售管理
		Managing a Retail Team 零售团队管理
		Customer Service and Sales for Retail Professionals 销售专业人士的客户服务和零售技巧
		Luxury Retail Management 奢侈品零售管理
		Retail, Distribution and Merchandising 零售，分销和推销
10	Infrastructure 基础设施建设	Rail Industry Fundamentals 铁路行业基础课程
		Bulk Materials Handling Fundamentals 散装货物处理基础课程
11	Oil and Gas 石油和天然气	Environmental Management Systems Course 环境管理系统课程
		Knowledge Engineering Principles for Efficient Organisations 高效组织的工程原理认知
		Stakeholder Management 利益相关者管理



# *SPECIALIST AND BESPOKE TRAINING*

## 定制课程

### *Custom Designed Training for your Enterprise*

In addition to the array of courses offered in our training catalogue, Top Education Institute are able to custom-design a wide variety of courses, learning solutions and materials to suit your specific needs. We will be glad to discuss this further with you.

### 为您的企业定制培训课程

除了我们的培训目录中提供的一系列课程，Top Education Institute能够根据您的需求来设计各种课程，解决方案和培训材料。我们将很高兴与您进一步讨论您的特殊需求。



# TRAINING AGENDA SAMPLES

## 培训日程表样本

### Logistics Industry 物流行业

Time	Topic	Sub-topics
10:00am – 10:15am	Registration 登记	
10:15am – 10:30am	Welcome and program over-view 欢迎和介绍	
10:30am – 12:00pm	Overview of Liberal Party Policy 自由党政策概述	1. How the government policy will affect logistic industry 政府的政策如何影响物流行业 2. Overview of the Department of Foreign Affairs and Trade existing policies affecting international logistic companies. 概览澳大利亚外贸部的现有政策对国际物流公司的影响 3. Liberal party explanation 分析自由党
12:00pm – 13:00pm	Lunch break 午餐	
13:00pm – 14:30pm	Marketing skills training 营销技能培训	1. Australia marketing environment and regulation 澳大利亚营销环境和规则 2. Marketing strategy, planning and positioning 营销的策略，策划和定位
14:30pm – 14:45pm	Afternoon tea 下午茶	
14:45pm – 16:30pm	General office skills training 办公室软件培训	1. Advanced Excel skill training 高级excel 技能培训 2. Document and file sharing skills 文档和文件共享技能 3. PPT skills Training 幻灯片技能培训



## Financial Services Industry 金融服务业

Time	Topic	Sub-topics
13:00pm – 13:15pm	Welcome and program overview 欢迎和介绍	
13:15pm – 14:30pm	Role of APRA, ADI's and SCCI's and Payment APRA, ADI and SCCI的作用和支付系统课程	<ol style="list-style-type: none"> <li>1. Role of APRA APRA的作用</li> <li>2. General requirements of SCCI SCCI的一般要求</li> <li>3. ADI basic rules SCCI的一般要求</li> <li>4. ADI marketing positioning ADI的营销定位</li> </ol>
14:30pm – 14:45pm	Break 休息	
14:45pm – 16:00pm	Role of APRA, ADI's and SCCI's and Payment APRA, ADI and SCCI的作用和支付系统课程	<ol style="list-style-type: none"> <li>5. The role of SCCI's in the Australian payment system SCCI在澳大利亚支付系统里的作用</li> <li>6. Challenges facing SCCIs SCCI在澳大利亚支付系统里的作用</li> <li>7. Market drivers, technology and market management 市场驱动，技术和市场管理</li> <li>8. Case studies x 2 案例研究</li> </ol>

## Real Estate Industry 房地产行业

Time	Topic	Sub-topics
10:00am – 10:15am	Welcome and program overview 欢迎和介绍	
10:15am – 12:00pm	Marketing 营销	<ol style="list-style-type: none"> <li>1. Developing insights and business intelligence 发展的见解和商业智能</li> <li>2. Competitive dynamics in the Australian real estate market 澳大利亚房地产市场竞争动态</li> <li>3. Marketing strategy : Data analysis / Branding 营销策略: 数据分析/品牌</li> <li>4. Project marketing considerations 项目营销注意事项</li> </ol>
12:00pm – 13:00pm	Lunch break 午餐	
13:00pm – 15:00pm	Investments 投资	<ol style="list-style-type: none"> <li>1. How to turn visitors into customers 项目营销注意事项</li> <li>2. Investors' benefits from Negative gearing 负扣税政策可以带给投资者的利益</li> <li>3. Important tax issues need to know when investing in Australia 投资澳大利亚的时候需要了解的重要税务问题</li> <li>4. Advantages of Investing in Property in Australia 投资澳大利亚房产的优势</li> <li>5. The FIRB's new regulation and the impact on foreign investors 外国投资审查委员会的新政和对外国投资者的影响</li> <li>6. The commercial banks' new policy and the impact on foreign investors 商业银行的新政以及对外国投资者的影响</li> </ol>





# KEY CONTACTS

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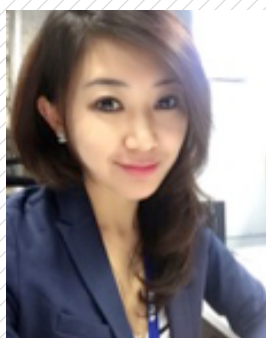
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Top Education Institute and PwC Australia have formed an alliance to work together to develop industry relevant executive education programs offered through Top Education Institute.

#### Important information relating to Top Education Institute and PwC Australia alliance

The alliance between PwC Australia and Top Education Institute is a commercial arrangement the terms of which are defined by legal contract between the parties. PwC Australia and Top Education Institute remain independent contractors to each other who, through their alliance, will develop services that Top Education Institute alone will deliver to third party individuals and companies. The alliance between PwC Australia and Top Education Institute does not constitute a partnership, joint venture, agency or equivalent arrangement between the parties and neither PwC Australia nor Top Education Institute have the right to represent or bind the other without the other's prior written consent. PwC Australia is not responsible for the provision of any education or related services provided by Top Education Institute. PwC and PwC Australia refers to the Australian member firm of the PwC global network. Each member firm is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

