

# 2024 GBC Mainland China Semifinal

This assessment has the following structure:

| <b>Task</b> | <b>Marks</b> | <b>Number of sub tasks</b> | <b>% of time spent on each sub task</b> |
|-------------|--------------|----------------------------|---|
| 1           | 25           | 2                          | (A) = 60%<br>(B) = 40%                  |
| 2           | 25           | 2                          | (A) = 60%<br>(B) = 40%                  |
| 3           | 25           | 2                          | (A) = 40%<br>(B) = 60%                  |
| 4           | 25           | 2                          | (A) = 60%<br>(B) = 40%                  |

**Task One**

You have received the following email from Susanna Leong, the Senior Financial Manager, and your immediate line manager:

**To: The Finance Manager**  
**From: Susanna Leong, Senior Financial Manager**  
**Subject: University Lectures**

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Hi FM

I'm quite excited!

We've been asked by the local university to partner with them on a degree programme they are about to launch focussing on Property Management. This will be a great way for Flatthall to get involved with the local community more, and, in time, potentially use this collaboration as a way to recruit high calibre graduates directly.

We have agreed to be deliver a series of lectures to the new students to help them relate and apply their studies to real, more practical, business scenarios.

I have attached a letter from the University that will give more insight into this. Please read this carefully.

Monga is delivering the first lecture, and has asked for our help. Can you therefore draft a memo that address the following two issues:

- a. Prepare a brief presentation outline explaining why property management companies need to protect their digital security and digital assets, such as pictures, videos, and website data. Also briefly highlight strategies to safeguard this. **[Subtask (A) = 60%]**.
- b. Develop a talk focusing on system availability, emphasising the need for continuous operational capabilities in property management systems and the impact of downtime on business continuity. **[Subtask (B) = 40%]**.

Please send me your memo when you have completed it.

Thank you,  
Susanna

**Task One Reference Material**

**Lucia Gorwell**  
**Dean, Central City Metropolitan University**  
**Towland**

Mr. Pasan Fernando  
Chief Executive Officer  
Flatthall

Dear Mr. Fernando,

I hope this letter finds you well.

I want to extend my sincerest gratitude for our recent meeting, and to express my enthusiasm for the budding partnership between Flatthall and CCMU. As we embark on this exciting venture together, I am thrilled about the prospect of integrating Flatthall's expertise directly into our curriculum. The lectures you have kindly agreed to deliver will help our students contextualise and apply their academic studies.

For the first lecture, I propose a collaboration with your esteemed IT department. Ideally, we would like this lecture to be divided into two distinct halves, each covering topics that are integral to understanding the intersection of IT and property management.

The first half of the lecture could focus on "System Security in Property Management," detailing the importance of protecting digital assets and the strategies to safeguard these against potential threats. This is increasingly relevant in today's digital age, where cybersecurity risks continue to evolve.

The second half could explore "System Availability and Business Continuity," emphasising the need for reliable IT infrastructures that support uninterrupted property management operations. This segment would highlight the challenges of maintaining operational capabilities, and the impact of system downtime on business continuity.

Thank you once again for agreeing to this collaboration and your dedication to educational excellence for our students. Please do not hesitate to contact me should you have any questions or require further details on the proposed lecture topics.

Warm regards,

Lucia Gorwell  
Dean, CCMU  
Towland

**Task Two**

You have received the following email from Susanna Leong, the Senior Financial Manager, and your immediate line manager:

**To: The Finance Manager**  
**From: Susanna Leong, Senior Financial Manager**  
**Subject: Second Lecture**

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Hi FM,

I spoke with Monga who was absolutely thrilled with the work you did to help him with his lecture!

I have attached a transcript of a conversation I heard them having yesterday.

Dai has asked if you could also help him prepare for his lecture, and I have agreed. Can you please draft a report addressing the two areas below? These areas cover the topics he has been asked to cover in his lecture.

- a. Describe the challenges we often face in real life whilst running a property management business. **[Subtask (A) = 60%]**.
- b. Outline a session on the benefits to CCMU of industry insights and professional expertise in enriching property management education, fostering a bridge between theory and practice. **[Subtask (B) = 40%]**.

I look forward to receiving your report.

Kind Regards  
Susanna

**Task Two Reference Material**

Monga: Hey Dai, I've just wrapped up my lecture at the university recently, and it went surprisingly well! The students were engaged, and the examples we discussed really resonated with them. Honestly, I couldn't have done it without the help of the Finance Manager. Their insights were invaluable.

Dai: That sounds fantastic, Monga! I'm glad it went well for you. I have to admit, I'm feeling pretty nervous about my upcoming lecture. I want to make sure I can deliver something just as impactful. How exactly did the Finance Manager help you out?

Monga: Well, Dai, they provided me with some great ideas on what to include with my topics, kind of an outline for the lecture.

Dai: That sounds incredibly helpful. I've been wrestling with how to make my part of the lecture on operations as relatable and engaging as yours. Do you think the FM could help me too?

Monga: Absolutely, Dai. I highly recommend reaching out to them. The FM had a real ability to address the issues I was requested to lecture on.

Dai: Thanks for the suggestion, Monga. I'll definitely get in touch with them. I want to ensure I can provide as much value to the students as you did. It's a bit daunting but knowing I can seek out similar support makes me feel more prepared.

Monga: No worries, Dai.

**Task Three**

You have received the following email from Susanna Leong, the Senior Financial Manager, and your immediate line manager:

**To: The Finance Manager**  
**From: Susanna Leong, Senior Financial Manager**  
**Subject: Hamid's Lecture**

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Good morning FM,

Well, word is getting around about your skills! Hamid has also asked for your help with his lecture. Please read the letter attached to understand what he needs.

In light of this, please send me over an email with your ideas on the following:

- a. Prepare a detailed presentation on the importance of digital marketing for property management services, focusing on innovative tactics to enhance online visibility and engagement. **[Subtask (A) = 40%]**
- b. Produce an outline for a talk on the importance of stakeholder engagement in the development and marketing of property management courses, including methods to maintain active stakeholder relationships. **[Subtask (B) = 40%]**

Thanks,

Susanna

**Task Three Reference Material**

**Lucia Gorwell**  
**Dean, Central City Metropolitan University**  
**Towland**

Mr. Pasan Fernando  
Chief Executive Officer  
Flatthall

Dear Mr. Fernando,

I hope this letter finds you well. On behalf of CCMU, I would like to extend our heartfelt gratitude for the invaluable lectures that Flatthall has delivered to our property management students. The sessions on System Security and System Availability led by Monga, and the insightful discussion on Operations from Dai, have not only enriched our curriculum, but also captivated the interest of our students, sparking lively discussions and deep engagement.

As we progress with this successful partnership, I am eager to introduce another critical dimension of property management to our students: Marketing. Marketing plays a pivotal role in the property management industry, driving visibility, tenant engagement, and ultimately, business success. Therefore, I propose that our third lecture focuses on this vital area, led by your esteemed Customer Service Director, Hamid.

The lecture we envision would be divided into two comprehensive halves, each addressing key topics relevant to the current landscape of property management marketing:

- ✓ Digital Marketing Strategies in Property Management
- ✓ Stakeholder engagement in the development and marketing of property management.

I look forward to your response and hope to finalise the details of this lecture at your earliest convenience.

Thank you once again for Flatthall's ongoing support and contribution to our educational programs. Please do not hesitate to contact me should you have any questions or require additional information.

Warm regards,

Lucia Gorwell  
Dean, CCMU  
Towland

**Task Four**

You have received the following email from Susanna Leong, the Senior Financial Manager, and your immediate line manager:

**To: The Finance Manager**  
**From: Susanna Leong, Senior Financial Manager**  
**Subject: Finance Lecture**

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Good morning FM,

Good news... this is the final lecture, and it is finance based so it will be our responsibility to deliver it.

Can you please prepare a set of briefing notes addressing the following two areas:

- a. Develop a presentation describing the typical content of value-adding monthly management accounts. Use our own business model to illustrate your ideas with examples, and include a range of financial and non-financial performance measures and KPI's. **[Subtask (A) = 60%]**.
- b. Outline a session advising on practical initiatives we can take to promote good quality assurance practices and continuous improvement processes in our residential buildings. **[Subtask (B) = 40%]**.

We need to have this by the end of the day please.

Thank you, FM.

Susanna