

INTRODUCTION OF SEU  
INTERNATIONAL SUMMER SCHOOL PROGRAM

东南大学  
SOUTHEAST UNIVERSITY

## Digital Technology Management and Multinational Management Leadership Training

### COURSE INTRODUCTION

Prog.	Courses	Instructors	Course Type
Prog.1	Excellence in Leadership Development Full English	Qin Xu	<ul style="list-style-type: none"> <li>Theoretical courses</li> <li>Case Practice</li> <li>Pioneer Lecture</li> </ul>
Prog.2	Digital Information Management and Security Lecture Series	Mikou Chen	<ul style="list-style-type: none"> <li>Pioneer Lecture</li> </ul>
Prog.3	Corporate Finance Management	Fu Xie	<ul style="list-style-type: none"> <li>Theoretical courses</li> <li>Case Practice</li> <li>Pioneer Lecture</li> </ul>
Prog.4	Fundamentals of Information Systems	Pei Kangmin	<ul style="list-style-type: none"> <li>Theoretical courses</li> <li>Case Practice</li> <li>Pioneer Lecture</li> </ul>

### SCHEDULE (DRAFT)

2022.8.8-2022.9.4(Mon. to Sat.)  
School of Economics and Management, Southeast University (Jiulonghu campus, Jingning, Nanjing)

### APPLICATION REQUIREMENTS

Sophomores and Juniors who are interested in digital technology management

### HOST & ORGANIZER

School of Economics and Management, Southeast University

### CONTACT INFORMATION

seuem2020@163.com

### APPLICATION DEADLINE

2022.8.18

### NUMBER OF PARTICIPANTS

150 SEU students  
80 international students

东南大学  
SOUTHEAST UNIVERSITY

经济管理学院  
SCHOOL OF ECONOMICS AND MANAGEMENT





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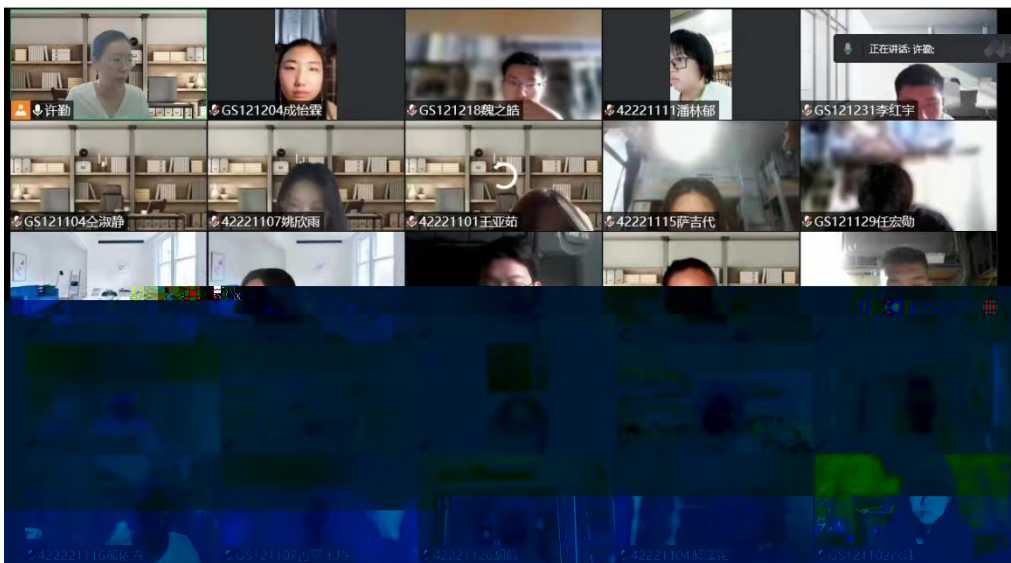
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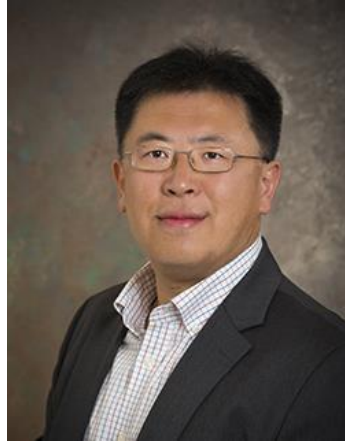
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Zoom会议 你正在观看Fei Xie的屏幕

Yun Wang Fei Xie Xinyu Wang Jingyan Tang Fangying Wang

chapter 6 (Compatibility Model) - PowerPoint

### Book rate of return

- Managers may undertake **-NPV projects** if they **simply accept projects that will increase their company's book rate of return**
- Example
  - Suppose that a company has a book rate of return of 20%. It is considering a project that costs \$100 today to invest and generates \$25 every year forever. The project's opportunity cost of capital is 30%. Should the firm undertake the project?

What is the project's book rate of return?

What is the project's NPV?

Zoom会议 7 停止视频 参会者 聊天 共享屏幕 录制 实时转录文字 回应 应用 展开

Zoom会议 你正在观看Fei Xie的屏幕

Yun Wang Fei Xie Jingyan Tang a Xinyu Wang

### Investment evaluation criteria

Survey Data on CFO Use of Investment Evaluation Techniques

Technique	Percentage
NPV	75%
IRR	76%
Payback	57%
Book rate of return	42%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Zoom会议 7 停止视频 参会者 聊天 共享屏幕 录制 实时转录文字 回应 应用 展开





腾讯会议 录制暂停

Quiz No.1 (Compatibility Mode) - Word

File Home Insert Design Layout References Mailings Review View ACROBAT Tell me what you want to do...

正在讲述

Yun Wang

Yun Wang

Fei Xie

Mingyan

Quiz No.1 Name \_\_\_\_\_

Suppose that we are at time 0 and the interest rate is 10%.

(a) What is the PV of an asset that pays \$5 a year forever starting from year 1?

(b) What is the PV of an asset that pays \$5 a year forever starting from year 21?

Zoom会议 你正在观看 Fei Xie 的屏幕 视图选择

Jingyan Tang Fengying Wang 1

PRESENT VISUALIZER

company's bank rate of return = 20%

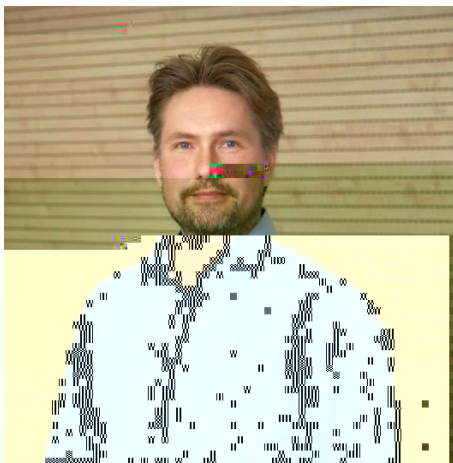
no go, reject

project NPV =  $C_0 + \frac{C_1}{1+r} + \frac{C_2}{(1+r)^2} + \frac{C_3}{(1+r)^3} + \dots$

= -100 +

Snapshot

离开





腾讯会议

录制中

正在讲话: Pasi Karppinen

## Porter's Competitive Forces Model

The slide content is heavily corrupted and mostly illegible. The title is 'Porter's Competitive Forces Model'. The slide features a red section at the bottom, likely containing a diagram or key points of the model. The right side of the meeting window shows several small video thumbnails of other participants, which are also heavily corrupted.

腾讯会议

录制中

正在讲话: Pasi Karppinen

## Information System Strategies for

### Managing the Core Business Process

The slide content is heavily corrupted and mostly illegible. The title is 'Information System Strategies for Managing the Core Business Process'. The slide features a light blue section at the top and a dark blue section at the bottom, likely containing a diagram or key points of the strategies. The right side of the meeting window shows several small video thumbnails of other participants, which are also heavily corrupted.



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following text:

### Customer and Supplier Intimacy

When a business really knows its customers and serves them well, the customers generally respond by returning and purchasing more. This raises revenues and profits. Likewise with suppliers, the more a business engages its suppliers, the better the suppliers can provide vital inputs. This lowers costs. How to really know your customers or suppliers is a central problem for businesses with millions of offline and online customers.

The slide also includes a paragraph about hotels using information systems for customer intimacy, mentioning details like room temperature, check-in time, and personalized marketing campaigns.

On the right side of the Zoom window, there is a list of participants, including '正在讲话: Pasi Karppinen', '王云', '铂傲', and '14120116胡悦'. Below the list are video thumbnails for participants '14120114李涛' and '14120107胡能强'.

This screenshot shows a Zoom meeting window that is severely corrupted. The entire image is covered in heavy digital noise, including horizontal and vertical lines, color distortions, and pixelated patterns. The content of the meeting is completely illegible due to this corruption.



