



HCD Campus Recruiting, Fudan University 合得国际复旦大学招聘会

HCD Global is a premier executive training and development company providing computer-based business simulation games, industry-focused training workshops and consulting, cross industry training and development programs, as well as Intellectual exchange.

www.hcdglobal.com

Project Introduction and Job Description

Project 1

New Simulation Game Test Run and Marketing Research

Project Background

On the basis of business simulations and industry-specific courses for senior managers which we already have, HCD is developing new simulation games for mid-level managers. This includes simulation games targeting to FMCG, Consumer durables industry, Tobacco industry, Pharmaceutical industry and more.

Project expectation

Complete the product test run and market research of the new simulation game, and deliver completed marketing materials and marketing planning base of the feedback.

Project team

- CTO: Dariusz Kępczyński
- Product Development Director: Li Su
- Experienced industry expert: Olive Shaw

Job Responsibilities:

1. Understand the simulation game and its design principles
2. Collect marketing feedback, complete marketing materials and marketing planning, by:
 - Searching potential customers and introducing the product to them
 - Organizing product test run
 - Advising the product develop team based on the feedback of the marketing research
 - Delivering completed marketing materials and marketing planning before the new product launch
3. Present the results of the project

Project 2

Competency Model for Retailer/FMCG Management Team

Project background

Founded in 2004 to help our clients in China recruit, assess, select and retain talented business managers and executives, HCD Talent Assessment Center provides comprehensive assessment services via our software platform.

Project expectation

Identify and renew the competency model of key positions of the FMCG industry

Project team

- HR Director: Sofie Xu
- Experienced industry expert: Olive Shaw
- Project Management Director: June Du

Job Responsibilities:

1. Understand the HCD assessment tools and assessment process
2. Interview industry experts, analyze and outline key capabilities of positions of the FMCG industry (HCD will provide the contact of some of these industry experts)
3. Compose the competency model of key positions (include capabilities and performance)
4. Review and present results of the project



885 Renmin Rd., Suite 302, Shanghai, 200010, China
www.hcdglobal.com

Contact us: +86 (21) 6311-2202 / careers@hcdglobal.com