

The one stop executive training & education centre

KDU
Management
Development
Centre



Strategic Business Management Series

Module A: Leading Self for Excellent Performance

Module B: Managing "Impossible" People

Module C: Working With & Motivating People
Towards Excellence

Module D: Lesson for Innovation for Teams

Module E: Strategic Management

Module F: Marketing Management

Module G: Online Marketing

The following document outlines a suite of short course training programs for delivery via KMDC Malaysia.

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KDU Management Development Centre Sdn. Bhd.

Block A, KDU University College, Section 13 Campus,
76 Jalan Universiti, 46200 Petaling Jaya, Selangor.

Tel: 03.7953 6969 / 03.7953 6968

Mobile: 012.398 9030

Fax: 03.7953 6966

Email: start@kmdc.com.my

LEADING SELF FOR EXCELLENT PERFORMANCE

by Michael Chua

A 2-DAY Workshop

**Refer to Appendix for Trainer details*

Course Overview

The basic functions and smooth running of any organisation lie in the hands of the Clerical and Administrative Staff. Their jobs tend to be routine. Routine jobs tend to be very demanding on patience and perseverance, as many may not see prospects in what they do. These staff members need to be able to realise the importance of their jobs and how to strive for self-improvements and career growth in order to strive for greater heights of performance. This 2-day training programme is designed to build and create positive impact on participants and to help them realise the importance of their jobs. It will help them stay positive through self-motivation techniques and positive work attitudes for achieving excellent performance

Target Audience

- Clerical and Administrative Staff

Selected Session Topics

- Developing skills for managing self
- Goal-Setting and motivation for excellent performance
- Enhancing interpersonal communications skills
- Working in and building positive teams
- Positive working attitude

Key Take-Away

By the end of this programme participants will be able to achieve the following objectives:

- Perform self-analysis for effective goal setting.
- Analyse and set work and personal goals.
- Develop self-confidence for success.
- Motivate self for excellent performance.
- Identify and overcome barriers for effective communications.
- Apply communication skills as a tool for personal effectiveness.
- Identify individual roles and responsibilities for better teamwork.
- Build trust in teams for positive commitments.
- Work well in teams.

MANAGING "IMPOSSIBLE" PEOPLE

by Michael Chua

**Refer to Appendix for Trainer details*

A 2-DAY Workshop

Course Overview

Make your days at the office happier by learning to handle problematic people at work and still get your job done. Every office is different, but unfortunately many of the difficult or "impossible" workers in them are the same. However, if we can respond to them with appropriate strategies we can make our working office a much happier and more productive place.

Target Audience

- This programme is designed for managers and executives who need to work well with difficult or "impossible" people.

Selected Session Topics

- Understanding Self and Others
- Applying Conflict Management for Relationship Building
- Human Relations Strategies
- Effective Interpersonal Communication

Key Take-Away

By the end of this 2-day programme participants will be able to:

- Identify their individual work-behaviour personality styles and habits.
- Identify and analyse other people's work-behaviour personality styles.
- Identify, analyse and apply skills, techniques and strategies for effective and productive management of various work-behaviour personality styles.
- Build effective human relations through application of techniques for interpersonal attraction.
- Practice effectively proven interpersonal communication skills for positive results.
- Identify, analyse and apply successfully proven conflict management styles.

WORKING WITH & MOTIVATING PEOPLE TOWARDS EXCELLENCE

by Michael Chua

A 1 to 2-DAY Workshop

**Refer to Appendix for Trainer details*

Course Overview

Apart from having the right attitude, effective people skills and an ability to get along well with staff, co-workers, customers and management are keys to a manager's success at work and in business.

An in-depth knowledge and understanding of yourself and the personalities of the people you work with will definitely make life easier and more meaningful for you, not to mention higher success in sales, improved teamwork and in getting promoted...resulting in more income & job satisfaction for you.

This course forms the foundation of understanding yourself and understanding others. It aims to explain the 'mystery' of human behaviour, enabling you to make sense of the often complex nature of everyday relationships.

This informative and interactive workshop will be conducted with a good blend of instructions, discussions and role-plays.

Target Audience

- General Managers, Customer Service Managers, Helpdesk Managers, Operations Managers, Quality Managers and all service-related managers and supervisors.

Selected Session Topics

- Introduction : Effective Communication
- Understanding Yourself
- Identifying The personalities
- Understanding Others
- Managing People & Getting Along
- Making it work for you
- Being a Solution Focused manager
- Being the leader others want to follow
- Case studies

Key Take-Away

The main objectives of this workshop are:

- To create awareness of one's personality, one's strengths & weaknesses;
- To provide an understanding of the four personality types and how to relate effectively with each type;
- To enhance communication & relational skills with team members, management and customers, thereby improving relationships;
- To provide an opportunity for participants to change their perspective from "this is how I am, understand me" to "this is how he/she is, understand him/her", thus transforming relationships;
- To be solution focused when helping staff to carry out their tasks.

LESSON FOR INNOVATION FOR TEAMS

by Andrew Tan & Edwin Chung

A 2-DAY Workshop

**Refer to Appendix for Trainer details*

Course Overview

Innovation is a word that in recent times has been over used. It can be found in a variety of settings from companies' mission statements to advertisements on billboards. This is understandable since innovation is the lifeblood of all organizations and has the potential to deliver stellar business results. But how do you actually innovate? How does your team or organization come up with innovative solutions, products or services? What are the tools that your organization can use in a team setting to become more innovative? In order to achieve all of these things, one of the most powerful tools available is design thinking. GE uses it and calls it CENCOR, Mayo uses it and calls it SPARC, Intel uses it and calls it SIFT. P&G has even set up a place called the GYM where they send senior managers to learn about design thinking. Our program will provide you with a framework for innovation based on design thinking. Developed based on years of experience in applying design thinking to problems and opportunities in environments ranging from process improvement to development of new product and services, this program focuses on the practical and functional aspects of innovation tools as well as the methodology that can be used in a team environment.

Target Audience

Managers, Team leaders & Team members of the following departments:

Engineering, Design, Process & Product Improvement, Research & Development, Product Development, Product Marketing, Service Development

Selected Session Topics

- **Module 1:** Innovation Basics
- **Module 2:** Innovation Framework
- **Module 3:** Gather
- **Module 4:** Ideate
- **Module 5:** Prototype
- **Module 6:** Putting it all together

Day 1 of the program will focus on the overall framework / process for innovation including details of the techniques used!for the different phases of the framework. These techniques are grouped into 3 major categories: Observation, a methodology with origins in the field of anthropology and ethnography, it is now a technique employed by major corporations around the world for new product/service development. Ideation, where a number of creative thinking techniques are detailed and practiced. Prototyping, where participants will learn a number of rapid prototyping methods that could be used to evaluate concepts and ideas.

Day 2 of the program will focus on applying the innovation framework taught in day 1 to come up with an innovative product or service based on a predetermine scenario. Elevate your teams' innovation capabilities.

Key Take-Away

This programme begins with understanding the basic topic of innovation: what innovation is, why innovate, what are some of the inhibitors to innovation, what are some of the myths to innovation and how as a leader one can encourage innovation. Once the foundation has been set, participants will then look at answering the question of "How to Innovate". The programme is an intensive 'hands-on' programme where participants are active learners and is designed for companies of all sizes in all industries that are interested to learn "How to enable teams to deliberately innovate?" Participants leave with: A common language & understanding of innovation, Experience of applying core tools, The ability to integrate the innovation tools for routine deliberate innovation.

STRATEGIC MANAGEMENT

by Joanne Hee

**Refer to Appendix for Trainer details*

A 2-DAY Workshop

Course Overview

Strategic Management is premised on the notion that effective strategy making and implementation is critical to the long-term success of any organisation; regardless of sector, size and purpose. Without some sense of purpose or mission an organisation is unlikely to be able to pursue a viable path over the long term. Choosing a path to follow is not easy. In fact, it is the most challenging task that confronts management. It involves, among other things, analysing the organisation in relation to its competitors and its environment (external and internal) in general, and analysing the characteristics and dynamics with the organisation.

Key Take-Away

After attending this seminar, participants should be able to :

- Develop a critical understanding of the concepts, theories and tools of strategic management
- Describe the strategic position of an organisation, and the ways in which sustainable competitive advantage can be achieved
- Demonstrate an understanding of the management process required for the formation, implementation and evaluation of strategy
- Develop skills in conducting strategic analysis and decision-making in a variety of industries, international contexts, competitive and ethical situations
- Apply and integrate the skills and knowledge acquired from work experience and academic learning

Selected Session Topics

Day 1

- Topic 1: Strategic Management : An Introduction
- Topic 2: Strategy Development : Patterns & Processes
- Topic 3: Analysing the environment
- Topic 4: Analysing organisational characteristics
- Topic 5: Organisational purpose and stakeholder expectations

Day 2

- Topic 6: Strategic choice : Influences and factors
- Topic 7: Strategic options : Directions and methods of development
- Topic 8: Optimum strategy selection
- Topic 9: Designing organisations: structures, processes, relationships
- Topic 10: Enabling strategic success
- Topic 11: Managing strategic change
- Case study analysis & presentation

MARKETING MANAGEMENT

by **Joanne Hee**

**Refer to Appendix for Trainer details*

A 2-DAY Workshop

Course Overview

Marketing Management introduces marketing as an integrative management function. It draws together the activities of every area of an organisation concerned with the planning, development, distribution, promotion and pricing of goods and services. This seminar will examine the comprehensive perspective essential to marketing decision-making, through relationships with customers, suppliers, competitors, society, and other organisational functions. This seminar covers the significant areas within marketing, such as research, buyer behaviour, product planning, marketing planning, pricing, and distribution, focusing on managing these elements within an overall integrated marketing strategy.

Key Take-Away

After attending this seminar, participants should be able to :

- Investigate the context and nature of marketing decisions and discover the relevance of basic disciplines to marketing decision-making to gain an understanding of the principles of marketing management
- Identify the comprehensive perspective essential to marketing decision-making, through relationship with customers, suppliers, competitors, society at larger and other organisational functions
- Analyse the external environment in terms of opportunities and threats
- Gain an understanding of the principles of marketing management
- Gain an understanding of the principles of marketing management
- Understand alternative market research methodologies
- Understand and integrate the elements of the marketing process
- Understand how to implement, evaluate and control the marketing plan

Selected Session Topics

- **Topic 1:**
Marketing Management : Basic Concepts
- **Topic 2:**
The Marketing Environment
- **Topic 3:**
Marketing Research and information systems
- **Topic 4:**
Market segmentation, targeting and positioning
- **Topic 5:**
Buyer Behaviour
- **Topic 6:**
Integrated Marketing Communication
- **Topic 7:**
Product Management and new-product development
- **Topic 8:**
Pricing considerations and approaches
- **Topic 9:**
Making distribution decisions
- **Topic 10:**
International Marketing
- **Topic 11:**
Creating competitive advantage and marketing planning
- **Topic 12:**
Implementing and controlling the marketing effort

ONLINE MARKETING

by **Lim Chor Ghee**

**Refer to Appendix for Trainer details*

A 2-DAY Workshop

Course Overview

Effective Online Marketing for Business Success examines and discusses the impact of interactive digital technologies on marketing science and practice.

Particular emphasis is given to the role of the World Wide Web (Web) in current and future integrated marketing communication, in customer fulfilment strategy, in developing and maintaining customer relationships, and their influence on organisational performance. Best practices and case study of successful online marketing companies in Malaysia would be explored.

Selected Session Topics

Day 1

- Introduction to online marketing
- Online marketing research approaches and methods
- Online value chain strategy
- Online business models and eMarketing strategy
- Moving from an Internet presence to transacting online
- Integrated marketing communication strategy and the Internet: Effective business website design

Day 2

- Business performance measures and Web audits.
- Online audiences, measurement, and cost effectiveness
- Global and local online marketing strategy
- Online relationship management
- Databases and online marketing
- Case study analysis & presentation

Appendix: Trainer's Profile

Michael Chua



Michael Chua has served in the public sector for over 23 years prior to joining the private sector as a HRD Training and Development Consultant in 1990. His service in the public sector provided very rich experiences in people management and development. This vast experience and success in people development has made Michael a much sort after Human Resource Trainer/Facilitator.

Michael's philosophy is, "In Helping Others Develop, We Develop Ourselves." Believing in continuous learning for the development of people has motivated him to pursue two Masters of Business Administration (MBA) degrees, one in General Management from the University of Bath U.K. and the other in Human Resource Development (HRD) with a Distinction from the University of Hull, U.K. He also holds a Diploma in Marketing from the Chartered Institute of Marketing, U.K. Michael is a Certified Trainer of the American Management Association (AMA) and soft skills training for programmes endorsed by the Chartered Institute of Loss Adjusters, London. Michael has led a team of trainers for the "Certificate of Training Practice" (CTP), a Train the Trainers programme by the Chartered Institute of Personnel Development, U.K. Michael is a Certified Asian Experiential Educators Alliance (A.E.E.A.) Facilitator and also a Certified Professional Trainer by the HRDF.

Edwin Chung



Edwin Chung received his B.Sc. in Computer Science, B.E. with first class Honours, and Ph.D. in Electrical and Computer Systems Engineering from Monash University in 1987, 1989 and 1996 respectively. He has published papers on asynchronous circuit design, defensive publication in IP.com and holds a patent in the field of telecommunication. Since 1995, he has worked with Intel, Motorola and NEC, holding various roles ranging from an IC design engineer to a project leader for a 3G baseband chipset development. He was previously an Innovation Manager with Intel Innovation Center responsible for driving Systemic Innovation initiatives in the APAC region. A master trainer for the Intel SIFT innovation process, he has trained numerous SIFT trainers in the APAC region. He received the Intel Malaysia Information Technology IP Hall of Fame award in 2006 and was recognized as the top trainer (non-technical category) for Intel Malaysia in 2007.

Andrew Tan



Andrew Tan's focus area is in organizational or team orientation, structure, dynamics and culture. His most recent position was as the Asia Pacific Innovation Delivery Manager for Intel, which allowed him the opportunity to manage the operational aspects of innovation projects within Asia Pacific region. In that position, he was called on to hire a team of diverse individuals and to embed an innovation culture within this team from the very beginning. He was also a trainer for Intel's systemic innovation workshop within the greater Asia region.

Appendix: Trainer's Profile *(Cont.)*

Joanne Hee



Joanne Hee has more than twelve years of hands-on experience in human resource development and training of leaders, professionals, managers and CEOs from numerous Multinational Companies and local conglomerates. She was hired by a France based confectionary MNC as a change agent consultant. Joanne is also chief editor and consultant to a US based bank for their management training.

Joanne has been appointed as the Senior Academic Advisor and Dissertation Supervisor for Stratford University. She is also an instructor for Change Management, HR Management, Strategic Management, and Creative Problem Solving for the postgraduate MBA and MSc programmes at KDU College Malaysia, Southern California University, Griffith University,

Deakin University and various other notable local institutions with foreign affiliations. She has worked with several notable Malaysian organisations on implementing change successfully.

Joanne is a firm believer that every human being should continue in the creative discovery of their full potential. Her seminars are highly participative as she instills a flavour of excitement in the participants to improve in their jobs. Clients have been surprised and satisfied with the positive impact she has had on the participants and noticeable improvements have been seen by employers after her workshops.

Lim Chor Ghee



Lim Chor Ghee is the Executive Director of companies involved in professional training, e-learning multimedia applications and management consultancy services. He also serves as a consultant to a tax advisory firm with regional affiliations. His previous capacities includes that as the vice president (corporate affairs) for a public-listed multinational, in which he was instrumental in structuring, establishing and managing international business operations in more than 15 countries.

Performance measurement system featured predominantly in strategy implementation for the multinational. Chor Ghee has also served in CPA Australia, a professional accountancy body, and maintains active involvements in its various workgroups.

He was attached with the international accounting firms Coopers & Lybrand and Price Waterhouse in his early career days.

A Certified Training Professional accredited by ARTDO/ITD, he is a regular trainer with professional bodies, training institutions, and corporations in Malaysia, Sri Lanka, Bangladesh and Singapore. Chor Ghee also lectures for undergraduate and postgraduate programs, including in strategic management accounting and business strategies.

Chor Ghee has diverse professional interests. He is a member of Certified Practising Accountants Australia, Malaysian Institute of Accountants, Malaysian Institute of Taxation, Malaysian National Computer Confederation, Global Association for Risk Professionals (USA) and Academy of International Business (USA). He holds several academic qualifications - Master of International Studies (in Political Economy and International Relations) degree from the University of Sydney, Master of Business Administration (Distinction) degree from Edinburgh Business School, Heriot Watt University, Postgraduate Certificate in Electronic Business from the University of Southern Queensland, and Bachelor of Commerce degree from the University of Melbourne. Chor Ghee is currently pursuing doctoral research on the internationalization of Malaysian companies with the University of South Australia.

Chosen Module: _____

Course Commencement Date: _____

Company : _____

Contact Person : _____

Address : _____

Designation: _____

Email: _____

Tel: _____ **Fax:** _____

Delegate(s)

Designation

Email

1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

* Please indicate title of delegate(s) (Dato'/Datin/Dr/Mr/Mrs/Ms) and use a separate sheet if you have more than 5 delegates.

Payment Options

Cheque Bank _____ Cheque No. _____

Payable to 'KDU Management Development Centre Sdn Bhd'

* Please write delegate(s) name(s) & event code "Davie 09" at the back of the cheque

Credit Card Card No.: _____ | _____ | _____ | _____

Name on Card : _____ Expiry Date: _____

Registration & Payment Policy

Upon signing this form, you are deemed to have read and understood the Registration and Payment Policies and have accepted the terms contained therein. This registration form together with the payment MUST reach us at least 5 working days before the commencement of the event. Full payment is due upon registration in order to guarantee the seat(s).

Substitution of Delegate(s):

This is allowed provided KMDC is notified in writing of the name(s) and designation(s) of the new delegate(s) at any time prior to commencement of the event. Transfer of registration to other KMDC courses is not allowed.

Cancellations

All cancellations of registration must be made to KMDC in writing.

If cancellations are received:

- (a) more than 14 days before the event, a full refund of the fees less a 10% administrative charge will be given;
- (b) 7 - 14 days before the event, a 50% refund will be given;
- (c) less than 7 days before the event, no refund will be given;
 - (i) a substitute delegate is welcome to take your place, or
 - (ii) a set of course materials will be given.

Company Stamp

Signature: _____

Date: _____

Name: _____

Designation: _____

Please send payment together with this form to:

KDU Management Development Centre Sdn Bhd (584539-D)

Block A, KDU University College, Section 13 Campus, 76 Jalan Universiti, 46200 Petaling Jaya, Selangor.

Tel: 03.7953 6969

Fax: 03.7953 6966

Email: start@kmdc.com.my