

Course Outline

(A SIDC CPE approved course)

Title : Sun Tzu's Art of War for Traders and Investors Series: Effective Corporate Strategy in Current Environment

Date : 16th November 2017

Venue : Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

CPE : 10 Points

Speaker : Dr Ch'ng Huck Khoon/Mr. Tee Chee Wee

Objectives

1. Develop strategically thinking about a corporate as a whole – its business position, its long-term direction, its resources and competitive capabilities, the nature of its strategy and its opportunities for gaining sustainable competitive advantage;
2. Describe the strategic analysis in a variety of industries and competitive situations and especially to provide a strong understanding of the competitive challenges and sustainability of a global market;
3. Relate ethical principles, core values and management practices matter greatly in the conduct of business operation with Sun Tzu's Art of War's Concepts;
4. Relate the corporate strategy ideas and management practices with Sun Tzu's Art of War's intelligence especially into corporate strategic planning, managing and controlling.

Time	Descriptions
9 : 00 - 10 : 30	Introduction of Sun Tzu's Art of War - History and Background of Sun Tzu's Art of War - Brief about 13 Chapters of Sun Tzu's Art of War
10 : 30 - 10 : 45	Coffee Break
10 : 45 - 13 : 00	Corporate Strategic Planning and Sun Tzu's Art of War - Importance of Information Collection & Methods - The Importance of Preparation - Corporate Strategic Planning VS Sun Tzu's Strategic Planning - Identify The importance of Five Factors Theory (1) Moral Influence; (2) Weather;(3) Terrain; (4) Generalship of Commander; (5) Law & Doctrine
13 : 00 - 14 : 00	Lunch Break
14 : 00 - 14 : 30	The Power of Change - In the conduct of war, there is no fixed situation and condition, just like water has no constant shape and configuration
14 : 30 - 15 : 30	Perfect Strategy (Minimize your Lost, Maximize your Profit) - Apply Sun Tzu's "Win without Fighting" concept in today's competitive market - Implement Sun Tzu's Perfect Strategy through (1) Strategies & Tactics (The ability to prevent defeat depends on oneself, while the opportunity for victory depends on the enemy); (2) Make Good Use of Resources (Military weapons and equipment should be obtained from the home country while food and provisions should be obtained from the enemy);
15 : 30 - 16 : 00	Perfect Strategy (continue) (3) Collaboration & Alliances (Move only when there are advantages to be gained, Cease when there are no advantages to be gained)

Time	Descriptions
16 : 00 - 16 : 15	Coffee Break
16 : 15 - 17: 30	<p>Control & Manipulate</p> <ul style="list-style-type: none"> - Apply Sun Tzu’s “ the person adept in warfare seeks to control and manipulate his enemy instead of being controlled and manipulated” to compete and survive in today’s business environment - Implement Sun Tzu’s FIVE Winning Strategies <ol style="list-style-type: none"> 1. Speed Strategy (In war, it is better to go for swift victories rather than engage in prolonged military campaigns) 2. Indirect Strategy (In battle, use the direct force to engage the enemy, and the indirect force to win)
17 : 30 - 18:30	<p>Control & Manipulate (continue)</p> <ol style="list-style-type: none"> 3. Competition Strategy (Attack when forces and resources are more than abundant) 4. First Mover Advantages (Those who arrive first at the battleground will have sufficient time to rest and prepare against the enemy) 5. Forces Strategy (the person adept at warfare seeks victory from the battle situations and conditions and does not rely solely on the efforts of his officers and men)

TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Sun Tzu's Art of War for Traders and Investors Series: Effective Corporate Strategy in Current Environment
COURSE DATE	16th November 2017
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	RM 398 for Banker, member of professional associations [early bird by 16 Oct. 2017] RM 448 for Banker, member of professional associations RM 518 for Public [early bird by 16 Oct. 2017] RM 588 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	10 (Ten)
Instructions	Complete this form and fax to 03-76104234 or email to cpeseminar@chkconsultancy.com.my
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to cpeseminar@chkconsultancy.com.my or fax to 04-2299327
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PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

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SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
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