

Course Outline

(A SIDC CPE approved course)

Title : Company Analysis : The Strategic Position

Date : 16th January 2018

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

Objectives

1. Describe the characteristics of strategic decisions
2. Analyse the company's position in the external environment
3. Analyse the determinants of strategic capability - resources, competences and the linkages between them.
4. Discuss a company's purposes, taking into account corporate governance, stakeholder expectations and business ethics.
5. Explain the role of history and culture in determining a company position

Time	Descriptions
9 : 00 - 9 : 30	Introducing Strategy <ul style="list-style-type: none">- The characteristics of strategic decisions.- Level of strategy.- The strategic position.- strategic choices.- strategic in action.
9 : 30 - 11 : 00	The Environment <ul style="list-style-type: none">- The macro environment.- Industries and sectors.- Competitors and markets.- Opportunities and threats.- Case study - SWOT for Malaysia banking industry
11 : 00 - 11 : 15	Coffee Break
11 : 15 - 13 : 00	Strategic Capability <ul style="list-style-type: none">- Foundations of strategic capability.- Cost efficiency- Foundations of strategic capability.- Cost efficiency.- Capabilities for achieving and sustaining competitive advantage.- Organisational knowledge.- Diagnosing strategic capability.- Managing strategic capability.- Case study - analyse eBay's strategic capability / competitive advantage.
13 : 00 - 14 : 00	Lunch Break

Time	Descriptions
14 : 00 - 15 : 30	<p>Strategic Purpose</p> <ul style="list-style-type: none"> - Corporate governance. - Business ethics and social responsibility. -Stakeholder expectations.H50 - Organisational purposes: values, mission, vision and objectives.
15 : 30 - 15 : 45	<p>Coffee Break</p>
15 : 45 - 17: 30	<p>Culture and Strategy</p> <ul style="list-style-type: none"> - strategic drift. - Why is history important ? - What is culture and why is it important ? - Managing in an historic and cultural context. - Case study on analyse the Organisational culture of Marks & Spencer.

TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Company Analysis : The Strategic Position
COURSE DATE	16th January 2018
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	RM 348 for Banker, member of professional associations [early bird by 16 Dec. 2017] RM 398 for Banker, member of professional associations RM 438 for Public [early bird by 16 Dec. 2017] RM 498 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 03-76104234
Terms & Policies	1. submission of this document would imply agreement to our terms and policies. 2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant. 3. CHK Consultancy Sdn Bhd implements a non-refund policy. Transfer to another program date incurs a 20% transfer fee and must be within 1 month from the effected month. However, we allow a replacement participant with no additional charge. 4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee. 5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount. 6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability. 7. DISCLAIMER : CHK Consultancy Sdn Bhd reserves the right to change the venue, alter the speaker(s) without further notice, reserves the right to cancel/postpone this program. Administrators and participants will be notified and any payment received will be carried forward.

MODE OF PAYMENT

PLEASE TICK

1. By cash, please bank into MAYBANK, "CHK CONSULTANCY SDN BHD"	<input type="checkbox"/>
2. Cheque made payable to CHK CONSULTANCY SDN BHD	<input type="checkbox"/>

PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE	
SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
EMAIL ADDRESS	
PHONE NO.	
FAX NO.	
BUSINESS POSTAL ADDRESS	