

# Course Outline

(A SIDC CPE approved course)

**Title :** Corporate Strategy and Strategic Choices

**Date :** 12th July 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. Explain how a company positions itself in relation to competitors in terms of its overall competitive strategy .
2. Describe the scope and diversity of an organisation's products and therefore the nature of its company portfolio and how that portfolio is managed.
3. Classify the geographic scope of the company and the bases of its international strategy.
4. Appraise how the company seeks to foster innovation and entrepreneurial endeavor.
5. Point out ways in which the company might pursue strategic option in terms of organic development, acquisitions or joint ventures

Time	Descriptions
9 : 00 - 10 : 30	<b>Business-Level Strategy</b> <ul style="list-style-type: none"><li>- Identifying strategic business units.</li><li>- Base of competitive advantage : the 'strategy clock'.</li><li>- Sustaining competitive advantage.</li><li>- competitive strategy in hypercompetitive conditions.</li><li>- Competition and collaboration.</li></ul>
10 : 30 - 10 : 45	<b>Coffee Break</b>
10 : 45 - 12 : 00	<b>Directions and Corporate-Level Strategy</b> <ul style="list-style-type: none"><li>- Strategic directions.</li><li>- Reasons for diversification.</li><li>- Value creation and the corporate parent.</li><li>- Portfolio matrices.</li><li>- Case study on Richard Branson's Virgin Group's strategies.</li></ul>
12 : 00 - 13 : 00	International Strategy <ul style="list-style-type: none"><li>- Internationalisation drivers.</li><li>- National and international sources of advantage.</li><li>- international strategies.</li><li>- Market selection and entry.</li><li>- Internationalisation and performance.</li><li>- Roles in an international portfolio. -</li><li>Case study on CIMB international strategy.</li></ul>
13 : 00 - 14 : 00	<b>Lunch Break</b>

Time	Descriptions
14 : 00 - 15 : 30	<b>Innovation and Entrepreneurship</b> <ul style="list-style-type: none"><li>- Innovation dilemmas.</li><li>- Innovation diffusion.</li><li>- Innovators and followers.</li><li>- Entrepreneurship and relationships.</li><li>- Case study on Skype : Innovators and entrepreneurs.</li></ul>
15 : 30 - 15 : 45	<b>Coffee Break</b>
15 : 45 - 17: 30	<b>Strategy Methods and Evaluation</b> <ul style="list-style-type: none"><li>- Methods of pursuing strategies.</li><li>- Strategy evaluation.</li><li>- Case study on Tesco conquers the world ?</li></ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Corporate Strategy and Strategic Choices
COURSE DATE	12th July 2018
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya
REGISTRATION TIME	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	<p><b>RM 348 for Banker, member of professional associations [early bird by 12 Jun 2018]</b>            RM 398 for Banker, member of professional associations  <b>RM 438 for Public [early bird by 12 Jun 2018]</b>            RM 498 for Public  <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i></p>
SIDC CPE Points	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to cpeseminar@chkconsultancy.com.my
Payment Details	<ol style="list-style-type: none"> <li>Cheque made payable to "CHK CONSULTANCY SDN BHD".</li> <li>Or bank in to MAYBANK A/C #. 557063320872</li> <li>Scan and email bank in slip to cpeseminar@chkconsultancy.com.my or fax to 04-2299327</li> </ol>
Terms & Policies	<ol style="list-style-type: none"> <li>submission of this document would imply agreement to our terms and policies.</li> <li>CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant.</li> <li>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.</li> <li>Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee.</li> <li>Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount.</li> <li>Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability.</li> <li>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.</li> </ol>

## 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	

last update 19 Jan 2015