

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 Khoo

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

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

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	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	RM 328.30 for Banker, member of professional associations [early bird by 12 Jun 2018] RM 375.47 for Banker, member of professional associations RM 413.21 for Public [early bird by 12 Jun 2018] RM 469.81 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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NEW NRIC/PASSPORT NO.	
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SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
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