

Course Outline

(A SIDC CPE approved course)

Title : Digital Economy and Capital Market Series: Airbnb, Uber and Sharing Economy

Date : 7th March 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 business model of Airbnb, Uber and key concepts of sharing economy;
2. Define and explain the meaning of digital economy;
3. Discuss the driving forces, opportunities and challenges of digital economy.

Time	Descriptions
9 : 00 - 10 : 30	Digital Economy - eBay, Alibaba, WeChat and cashless society - Platform- Driving forces - Block Chain Technology - Opportunities and challenges
10 : 30 - 10 : 45	Coffee Break
10 : 45 - 12 : 15	Crowd-Based Capitalism and The Sharing Economy - Definition and history - Types of collaborative consumption - Driving forces - Benefits - Criticisms and controversies
12 : 15- 13 : 00	Case Study - Airbnb - Uber / Didi Chuxing (China Online Taxi)
13 : 00 - 14 : 00	Lunch Break
14 : 00 - 16 : 00	Impact of Digital Economy on - Economy - Crowd Funding - Market Misconduct - Surveillance and Enforcement
16 : 00 - 16 : 15	Coffee Break
16 : 15 - 18: 30	Future Working Environment - Artificial Intelligence and Machine Learning - Outsource and Automation - The Future Trend of Business - Opportunities and Challenges

TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Digital Economy and Capital Market Series: Airbnb, Uber and Sharing Economy
COURSE DATE	7th March 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	RM 398 for Banker, member of professional associations [early bird by 7th Feb. 2018] RM 448 for Banker, member of professional associations RM 518 for Public [early bird by 7th Feb. 2018] 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
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

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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