

# Course Outline

(A SIDC CPE approved course)

**Title :** Sun Tzu's Art of War for Traders and Investors Series: The Intelligent Investor

**Date :** 16th October 2019

**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.Relate Sun Tzu's Art of War's concepts for better investment decision; .
- 2.Relate market and economic cycles to investment performance and determine the best timing strategies;
- 3.Evaluate and analyse the characteristics and types of investment traps; and
- 4.Discuss the common investment psychology issues facing by investors

Time	Descriptions
9 : 00 - 9 : 45	<b>Sun Tzu's Art of War</b> <ul style="list-style-type: none"><li>- Introduction and Overview</li><li>- Chapter 1: Initial Estimations</li><li>- Chapter 2: Waging War</li><li>- Chapter 3: Planning Offensives</li><li>- Chapter 4: Military Disposition</li><li>- Chapter 5: Strategic Military Power</li><li>- Chapter 6: Vacuity and Substance</li><li>- Chapter 7: Military Combat</li><li>- Chapter 8: Nine Changes</li><li>- Chapter 9: Manoeuvring the Army</li><li>- Chapter 10: Configurations of Terrain</li><li>- Chapter 11: Nine Terrains</li><li>- Chapter 12: Incendiary Attacks</li><li>- Chapter 13: Employing Spies</li></ul>
9 : 45 - 10 : 30	<b>Fundamental Analysis, Capital Protection and Cut Loss</b> <ul style="list-style-type: none"><li>- The enlightened ruler lays his plans well ahead; the good general cultivates his resources. (Chapter 12)</li><li>- An army may march great distances without distress, if it marches through country where there is no enemy(Chapter 6)</li><li>- Security against defeat implies defensive tactics. (Chapter 4)</li></ul>
10 : 30 - 10 : 45	<b>Coffee Break</b>
10 : 45 - 11 : 15	<b>Eight Strategies to Avoid Investment Trap</b> <ul style="list-style-type: none"><li>- It is a military axiom not to advance uphill against the enemy, nor to oppose him when he comes downhill. Do not pursue an enemy who simulates flight; do not attack soldiers whose temper is keen. (Chapter 7)</li><li>- Do not swallow bait offered by the enemy. Do not interfere with an army that is returning home. When you surround an army, leave an outlet free. Do not press a desperate foe too hard. Such is the art of warfare. (Chapter 7)</li></ul>

Time	Descriptions
11 : 15- 11 : 45	<p><b>Five Investment Psychology Issues</b></p> <ul style="list-style-type: none"> <li>- There are five dangerous faults which may affect a general:               <ol style="list-style-type: none"> <li>(1) Recklessness, which leads to destruction;</li> <li>(2) cowardice, which leads to capture;</li> <li>(3) a hasty temper, which can be provoked by insults;</li> <li>(4) a delicacy of honour which is sensitive to shame;</li> <li>(5) over-solicitude for his men, which exposes him to worry and trouble. (Chapter 8)</li> </ol> </li> </ul>
11 : 45 - 13 : 00	<p><b>Intrinsic Value, Return and Risk</b></p> <ul style="list-style-type: none"> <li>- Hence to fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting. (Chapter 3)</li> <li>- Hold out baits to entice the enemy. Feign disorder, and crush him. (Chapter 1)</li> <li>- Hence a wise general makes a point of foraging on the enemy. (Chapter 2)</li> </ul>
13 : 00 - 14 : 00	<p><b>Lunch Break</b></p>
14 : 00 - 15 : 00	<p><b>Anticipate Investment Strategies</b></p> <ul style="list-style-type: none"> <li>- Scheme so as to discover his plans and the likelihood of their success. Rouse him, and learn the principle of his activity or inactivity. Force him to reveal himself, so as to find out his vulnerable spots. (Chapter 6)</li> <li>- Knowing the place and the time of the coming battle, we may concentrate from the greatest distances in order to fight. (Chapter 6)</li> </ul>
15 : 00 - 16 : 00	<p><b>Anticipate Investment Strategies (Continue)</b></p> <ul style="list-style-type: none"> <li>- We shall be unable to turn natural advantage our strength unless we make use of local guides. (Chapter 7)</li> <li>- The energy developed by good fighting men is as the momentum of a round stone rolled down from a mountain. (Chapter 5)</li> <li>- Knowledge of the enemy's dispositions can only be obtained from someone who is familiar with enemy. (Chapter 13)</li> </ul>
16 : 00 - 16 : 15	<p><b>Coffee Break</b></p>
16 : 15 - 17: 00	<p><b>Investment Traps</b></p> <ul style="list-style-type: none"> <li>- When there is dust rising in a high column, it is the sign of chariots advancing. (Chapter 9)</li> <li>- When some are seen advancing and some retreating, it is a lure. (Chapter 9)</li> </ul>
17 : 00 - 18: 00	<p><b>Your Investment Style and Risk Management</b></p> <ul style="list-style-type: none"> <li>- In a war, the victorious strategist only seeks battle after the victory has been won, whereas he who is destined to defeat first fights and afterwards looks for victory. (Chapter 4)</li> <li>- If you know the enemy and know yourself, your victory will not stand in doubt. (Chapter 10)</li> <li>- Earth comprises distances, far and near; danger and safety; open ground and narrow passes. (Chapter 1)</li> </ul>
18 : 00 - 18: 30	<p><b>Understand Corporate Strategy</b></p> <ul style="list-style-type: none"> <li>- (1) Which of the two sovereigns is imbued with the Moral law?</li> <li>- (2) Which of the two generals has most ability? (Chapter 1)</li> <li>- There are five essentials for victory. (Chapter 3)</li> </ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Sun Tzu's Art of War for Traders and Investors Series: The Intelligent Investor
COURSE DATE	16th October 2019
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	<b>RM 395 for Banker, member of professional associations [early bird by 16 Sept. 2019]</b> RM 445 for Banker, member of professional associations <b>RM 515 for Public [early bird by 16 Sept. 2019]</b> RM 585 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
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	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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