



Scan here for
online registration

KICK-OFF 15 JULY 2022

TIME 3.30PM - 4.30PM

LIVE FACE-TO-FACE
@ HOTEL

TIME 8.30AM - 5.30PM

MINI MBA

AN ACCELERATED PROGRAM



22 July Winning Corporate Strategy
for Business Sustainability

29 July Accounting and Finance for
Management

5 Aug Leadership Communication

12 Aug Growing Talent through
Coaching and Mentoring

19 Aug Embracing Sustainability for
Business Excellence

26 Aug Leadership and Talent
Management

2 Sept Organizational Excellence
& HPOs

9 Sept Risk Management

23 Sept Harnessing Business
Intelligence for Organizational
Sustainability

30 Sept Operations Management



GSB has the strengths and advantages that any great business school should possess. Having offered the MBA programme for more than two decades, it has a well-established reputation. Moreover, the School is blessed with a committed and competent set of academic and administrative staff members and an aspiring group of postgraduate students, which, taken together, gives me the firm belief that GSB can achieve its ambitions.

However, in order for a business school to be widely respected as a centre of excellence, it is also imperative to always be 'relevant' and to serve as a key point of reference for industry and other key stakeholders. Therefore, efforts are geared towards leveraging the strengths and capabilities of resources available at GSB to meet these stakeholders needs and expectations. In light of the myriad challenges facing today's organizations, GSB is emerging as a business school which produces business leaders equipped with the skills, competencies, and core ethical values required for success in the contemporary global business environment.

I look forward to welcoming you to our cutting-edge MBA Essentials program.

MESSAGE FROM THE

Dean, Graduate School of Business



→
Professor Dr. Azlan Amran
*Dean Graduate School of Business
Universiti Sains Malaysia*



ITD World is pleased to collaborate with the highly reputable Graduate School of Business at the University Sains Malaysia to bring to you a contemporary MBA Essentials that is fully relevant to real world challenges of the present and future.

Traditionally, an MBA program would take 1.5-2 years to complete with substantial investment of time and financial resources. However, In line with the needs of industry and commerce, we have put together a 10 day MBA Essentials program that is practical, results based and cost effective to enable you and your leadership team to accelerate your development and business growth.

The program is delivered in a very highly engaging manner to unleash your potential for quick and big wins. The course leaders are specially selected based on their extensive wealth of international experience, research and publications plus their outstanding talent in effective program delivery.

I wish you great success and happiness as you embark on this journey to be the best leader that you can be.

MESSAGE FROM THE

President and CEO of ITD World



→
Dr. Peter Chee (P.K.T., D.J.N.)
*President and CEO
ITD World*

► Graduate School of Business

The Graduate School of Business (GSB), Universiti Sains Malaysia (USM), was formally approved by the Malaysian Ministry of Higher Education (MOHE) in November 2009. Since 1989, the School of Management, USM, has been offering management and accounting programmes at undergraduate and postgraduate levels. When the University was conferred the status of a “Research University” by the MOHE, the new mission of the School of Management was to form a separate Graduate School of Business. The Advanced Management Centre (AMC) was established for start-up purposes in May 2007, with the prime responsibility of managing the School of Management’s taught postgraduate programmes. Subsequently, in November 2008, the AMC evolved to become the Graduate School of Business.

The School emphasizes sustainability and an interdisciplinary perspective in its teaching. This is in tandem with the the University’s ‘APEX vision’ of “transforming higher education for a sustainable tomorrow”.

GSB is currently offering the Master of Business Administration (MBA), Online MBA, Doctorate of Business Administration (DBA), and Doctor of Philosophy (PhD) programmes. These MBA and DBA programmes were developed through collaboration with industry. In April 2014, GSB earned accreditation from ABEST21 (The Alliance on Business Education and Scholarship for Tomorrow, a 21st Century organization) for its

Master of Business Administration programme. This accreditation ensures that the degree that current and prospective students receive from USM is internationally recognized for its excellence in the practice of sustainable learning and interdisciplinary teaching.

In October 2014, GSB earned a 3-palm (excellent business school) rating from Eduniversal, a France-based, Best Masters Ranking for Masters and MBA programmes worldwide. Eduniversal evaluates more than 4,000 programmes in over 30 majors from participating business school across the world.

► GSB Vision

To be a Reputable Business School for a Sustainable Tomorrow.

► GSB Mission

The Graduate School of Business, Universiti Sains Malaysia, strives to nurture competent and holistic business leaders equipped with the relevant skills and initiative needed to make a difference and to lead change in dynamic and competitive environments. This is achieved through a combination of globalised and integrated curricula, contemporary management practices, and applied collaborative research.

► Program Map

DAY 1 ■ Winning Corporate Strategy for Business Sustainability

DAY 2 ■ Accounting and Finance for Management

DAY 3 ■ Leadership Communication

DAY 4 ■ Growing Talent through Coaching and Mentoring

DAY 5 ■ Embracing Sustainability for Business Excellence

DAY 6 ■ Leadership and Talent Management

DAY 7 ■ Organizational Excellence & HPOs

DAY 8 ■ Risk Management

DAY 9 ■ Harnessing Business Intelligence for Organizational Sustainability

DAY 10 ■ Operations Management

▶ Who Should Attend

Decision makers, Managers, Executives and anyone interested to learn about crafting a Winning Corporate Strategy, explore how Business Intelligence brings value to organizations; learn about how to manage marketing effectively for company's growth in personal development and operations management.

▶ Methodology

Interactive Lectures, Case Studies, Group Discussions, Reflection





WINNING CORPORATE STRATEGY & BUSINESS SUSTAINABILITY

DAY

1



learning objectives

INTRODUCTION

Strategy is an important subject. This course is designed to introduce participants to the central strategic challenges facing corporate managers. The course examines how organisations generate and preserve corporate advantage, and the factors that impact a firm's choice of scope, organization, and ownership. The course incorporates various conceptual and practical perspectives, yet is designed to focus on the essential issues and problems of corporate strategy as experienced by managers. As per the tagline "Boss via TOP", this course guides participants to be a successful corporate leader. A successful corporate leader is the one able to optimize the Return on Investment (ROI) for business sustainability of any organisation and being an ROI Champion.

Upon completing this course, participants will be confident to take up leading role in organisation by crafting winning corporate strategies. Participants will be able to synergise the competencies gained from this course to create distinctive competitive edge for organisation. Winning corporate strategy is a strategy with strategic agility that enables organisations to manage uncertainties and capitalise opportunity to optimise ROI. This course introduces two models called SWIM and I-TOP model injects strategic agility needed for business sustainability.

At the end of this session, participants will be able to:

1. **DIFFERENTIATE** Discuss the core components of strategy.
2. **DIFFERENTIATE** between symptomatic strategy and root strategy.
3. **ELABORATE** the importance of vision, mission and tagline of an organization.
4. **IDENTIFY** winning factors of an organization that leads to competitive edge.
5. **FORMULATION** of strategy for business sustainability.
6. **JUSTIFY** the impact of ethical and legal issues on business.

▶ ACCOUNTING & FINANCE FOR MANAGEMENT

→ DAY
2

learning objectives

At the end of this session, participants will be able to:

1. **UNDERSTAND** the importance of financial statement analysis.
2. **UNDERSTAND** the relationships between the financial statements.
3. **DEVELOP** analytical skills in identifying major signal of weaknesses, progress or opportunities on day-to-day operational matters from a financial perspective.
4. **RELATE** the financial impact of your decisions to others around you having direct or indirect relationships to your department/ organization.
5. **INCREASE** your ability to communicate effectively reducing communication gaps within each relationship.
6. **PRESENT** and **DISCUSS** financial matters in meetings.



INTRODUCTION

This course covers the core knowledge of the essential features of understanding and analysis of financial statements, specifically Income Statement, Balance Sheet and Cash Flow Statement of business organisation. It is highly practical course that will help non-financial executives and managers to increase their level of analytical skills in interpreting, analysing and explaining financial and non-financial information, in the business context. It will increase participants' confidence in communication and presentations, particularly in the context of the organisational operations, business competitiveness and opportunities in a global market.

LEADERSHIP COMMUNICATION

DAY

3

learning objectives

At the end of this session, participants will be able to:

1. **IDENTIFY** the definition of leadership.
2. **UNDERSTAND** leaders' different roles, values, styles & choices.
3. **REVIEW** the communication process basic model.
4. **UNDERSTAND** the link between leadership & communication.
5. **ACKNOWLEDGE** the importance of communication skills for leaders.

INTRODUCTION

If you want to be a successful leader, it's important to pay attention to your words and not just the way you present yourself. Being silver-tongued is a great asset for a leader as leadership communication is about persuading others to take action.

That's why speaking effectively is a key aspect of being a good leader. It can help you express ideas with clarity and build lasting relationships. Conveying your thoughts and ideas clearly to people in and outside your organization is a critical skill at the workplace.

Learning communication skills for leaders will help you climb the corporate ladder. We tell you what leadership communication skills are and why it's important to have them.

COURSE OUTLINE

Part 1

- Leaders: Who they are
- Definition of Leadership: How Do You Define Leadership?
- Can leadership be categorized differently?
- Know which one you are
- Leaders' different roles
- Leadership Values
- Leadership styles and choices

Part 2

- Communication
- The Communication Process
- Basic Model

Part 3

- Understand the link between leadership and communication
- What is Leadership Communication?
- Why Communication Is So Important for Leaders?

Part 4

- Effective Leadership
- Communication
- Important Communication Skills for Leaders

▶ GROWING TALENT WITH COACHING AND MENTORING

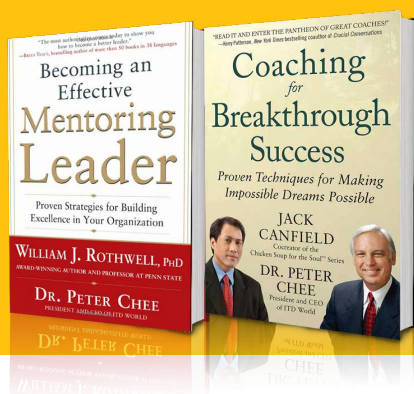
→ DAY
4

learning objectives

In this programme, participants will learn the various approaches towards coaching and mentoring.

At the end of this session, participants will be able to:

1. **DESCRIBE** coaching, mentoring and its differences.
2. **DIFFERENTIATE** the types of coaching; executive coaching, performance coaching, peer coaching, group coaching, work and life coaching, formal and informal coaching.
3. **DESCRIBE** and use a coaching model.
4. **LIST** and **APPLY** a mentoring framework.
5. **APPLY** Power Stories and Power Reflection.
6. **DIFFERENTIATE** Technical Mentoring.



INTRODUCTION

Talents need continuous support and development so that their human capital asset value continues to appreciate to benefit the company. This requires the systematic use of a portfolio of development interventions that are well designed and delivered (individually and on a group basis) so that these key talents will acquire the skills, knowledge and attitudes that deliver transformed and enhanced performance and future potential talent and leadership pipeline.

Studies have shown repeatedly that a culture of coaching and mentoring are manifested in high performance organisations. For example Google has built a strong coaching and empowerment culture through its “Oxygen Project” by clearly stating that a good manager is a good coach!

COACHING

“Coaching is an empowering process of unleashing human potential by drawing out development solutions from people through effective listening by coaches, asking great questions, using feedback, appreciating and continuously supporting people to take ownership and be accountable for taking action to realize their success goals.”

- Jack Canfield & Dr. Peter Chee

MENTORING

“Mentoring is a relationship where a mentor becomes a role model to teach, advise and uplift the mentee through the sharing of knowledge, skills, experiences and networking relationships that engages, inspires and develops the mentee.”

- Dr. William J. Rothwell & Dr. Peter Chee

EMBRACING SUSTAINABILITY FOR BUSINESS EXCELLENCE



learning objectives

At the end of this session, participants will be able to:

1. **APPRECIATE** the concept of CSR and Sustainability.
2. **IDENTIFY** the current issues and trends for corporate sustainability.
3. **PLAN** better for future scenarios from the sustainability perspective.
4. **CRAFT** their own business case for Corporate Sustainability.
5. **CREATE** a model for incorporating sustainability into business.

INTRODUCTION

This course will be discussing about the current state of business practices today in response to the dynamic changes caused by environmental and social factors. The evolution and historical context of CSR will also be included in order to provide a clear understanding of how business performs its responsibility. The business impact towards the current condition is undeniable and strongly supported by scientific evidences. Scientists state due to uncontrolled business practices, issue like climate change has caused danger to living being in the planet earth. The issue of climate change has huge implication to the environmental system that could lead to the uncertainty in terms of interruption in resources supply and natural disaster.

The concept of sustainable development was introduced to reflect the concern towards deteriorating condition of planet earth. The issue covered by the concept of sustainable development varies under three dimensions; namely the economic, environment and social. This has become a big agenda which every entities or parties including companies have a role to play. The way we do things and live should be rethought and reconsidered in order to ensure human survival in general and specifically in business continuity.

This course will introduce a model for business to embrace the concept of sustainable development which eventually prepares leaders to be innovative in facing future uncertainties.

▶ LEADERSHIP AND TALENT MANAGEMENT

→ DAY
6



learning objectives

The activities of Talent Management activities are not the sole purview of HR. There are practical and tactical things that leaders do to manage talents. At the end of this session, participants will be able to:

1. **UNDERSTAND** the terms talent management and talent development and show how they relate to succession planning and succession management.
2. **DESCRIBE** how to make the business case for talent management and succession planning in tough economic times.
3. **DEFINE** a leadership competency model to assess potential and performance, talent development and career planning.
4. **SUMMARIZE** proven, creative techniques to recruit and select talent and recruit workers.
5. **IDENTIFY** and use alternative sources of talent – other than internal development or external recruiting/selection.
6. **REVIEW** key ways to implement individual development planning successfully.
7. **UNDERSTAND** technical succession planning, focused on technical workers such as engineers or other knowledge focused workers, and examine ways to transfer knowledge.
8. **DEFINE** social relationship succession planning, focused on workers whose social relationships are key to successful performance (such as sales, marketing and government/public relations) and examine ways to transfer social relationships.
9. **EXAMINE** best practices in talent retention.
10. **PREPARE** an action plan for participants to use upon their return to their organizations.
11. **DESCRIBE** the Leaders' roles in managing high potential and high professional workers.

INTRODUCTION

In challenging economic times, organizations have a pressing need to attract, retain and develop first-rate, highly-productive talent to gain and keep competitiveness. Many organizations are struggling to prepare for the so-called "Talent Wars." That has drawn much attention to the issue of talent management and talent development.

But what do these terms mean? What proven strategies work to attract, manage, retain, position and motivate talented people as economic conditions globally become more complex and challenging? This program addresses these questions.

Real world research has proved the fact that a talented employee can be as much as 20 times more productive than the average worker. Just imagine how much more we are capable of achieving with more talent in our organization.



ORGANIZATIONAL EXCELLENCE & HPOs

DAY

7

learning objectives

INTRODUCTION

In most industry segments, competition is highly intense and average performance is no longer sufficient to ensure the firm's long term vitality and sustainability. To become an organisation that is built to last means the ability to out-perform the competition in both financial and non-financial results.

Studies have shown time and time again that High Performance Organisations (HPOs) achieve much better financial results than non-HPOs, year in year out. In the area of non-financial performance HPOs show similar results: they achieved much higher customer satisfaction, customer loyalty, employee loyalty, and quality of products and services than their less able counterparts. In short, it pays to be a HPO!

High Performance capability must be all pervasive as it becomes a habit, an attitude, a culture. Pride of superior performance delivery at the most senior executive ranks to front line employees sets the pace that creates energy and motivation.

But High Performance doesn't happen by chance – it requires a deliberate effort and competency to achieve, it is a discipline. As in all disciplines, it can be characterized, learnt and managed. HPOs have unique insight into what makes a truly great organisation tick.

It should be kept in mind however that, because organisations and environments are continually evolving, performance improvement ideas and practices need to be adapted to the times. HPO is not an end game, it is a continuous quest for excellence.

The "Human Performance Planning and Action Framework" (designed by American Society for Training & Development - ASTD) enable managers to critically assess and challenge its performance improvement capabilities into new and better levels on an on-going basis.

Upon completing the programme, participants will have developed full understanding that to create a sustainable and long lasting great performance capability will require both soft and hard skills and practiced discipline, process insights, performance leadership competencies, leveraging well tested and proven management systems and techniques.

At the end of this session, participants will be able to:

1. **DEVELOP** a framework of both hard and soft skills in creating a sustainable performance of work.
2. **INSPIRE** the need to build an organisation performance excellence culture.
3. **REVIEW** the steps to build a "Great Place to Work".
4. **RECOGNIZE** the need to build a workforce that unleashes discretionary effort.
5. **EXAMINE** the need to build motivation levers.

► RISK MANAGEMENT



learning objectives

At the end of this session, participants will be able to:

1. **ENHANCE** achievement of corporate objectives using Enterprise Risk Management.
2. **FOSTER** a more risk conscious culture in organisations.
3. **ENCOURAGE** informed risk taking amongst managers to increase shareholder value.



INTRODUCTION

It's undeniable that our lives are fraught with uncertainties and risks. Critical and disruptive events such as shifting geopolitical landscape, climatic change, natural calamities, disruptive technology and innovation, cyber and terrorist attacks occur in such regularity that could threaten the survival and sustainability of our business. When they do occur, some can have irreparable and disastrous consequences resulting in huge financial losses.

In 2016, US\$80 million were being stolen from the Bangladesh Central Bank by a computer hacker. In 1986, 7 human lives were taken in the US\$3 billion Challenger Space shuttle disaster due to a US\$1 defective fuel oil ring. There are just 2 examples which could well be the result of inadequate risk management.

Having such a risk management system would not guarantee the total elimination of risks but it would make us more informed and well prepared to face and respond to them should they occur.

In business organisations, we have objectives which we wish to achieve in future. Again, uncertainties and risks could invariably hinder or may even enhance the attainment of such plans.

As such, we need a systematic and formal methodology to address such uncertainties and risks to increase the chance of achieving such plans. Enterprise risk management (ERM) is one such methodology.

In this 1 day course, we shall explore in greater detail the nature of risks, manage their downside and or exploit any upside, and most importantly, how to use the ERM methodology to achieve our corporate objectives and strategic plans more successfully.

HARNESSING BUSINESS INTELLIGENCE FOR ORGANIZATIONAL SUSTAINABILITY

DAY

9



learning objectives

At the end of this session, participants will be able to:

1. **APPLY** business intelligence concepts for business decision making.
2. **DISCUSS** Big Data and how it is changing the world of analytics.
3. **EXPLORE** emerging technologies and future trends of BI.
4. **EVALUATE** the challenges of BI implementation.

INTRODUCTION

The business environment is becoming more and more complex and challenging. Organisations are facing pressures to react quickly to changing conditions and to be innovative in the way they operate. Such activities require organisations to be agile, as well as to make effective and efficient decisions in response to business dynamism. Making such decisions requires considerable amount of relevant data, information, and knowledge. With computerized systems support, organisations could utilize Business Intelligence (BI) to uncover business insights that are crucial in making positive impact to organisation sustainability.

This course provides the essential knowledge and conceptual foundations of Business Intelligence for managerial decision making. It is a practical course that will help participants to think critically and increase participants' confidence in realising the value of Big Data analytics in their respective industry. This course then highlights some emerging technologies and future trends of BI. Finally, participants will be aware of the challenges related to BI implementation.

▶ OPERATIONS MANAGEMENT

→ DAY
10

learning objectives

At the end of this session, participants will be able to:

1. **ADAPT** the operations management tactics, to overcome critical business issues particularly in operations.
2. **COMPARE** various quantitative decision making methods for optimizing resources, time, and cost.
3. **DEMONSTRATE** interpersonal skills and ability to communicate effectively the current issues and solutions related to operations and supply chain management to all stakeholders.



INTRODUCTION

This course integrates several important and prevalent topics of operations along supply chain for business leaders or entrepreneurs to better at decision making and problem solving, both on day to day matters and operation decisions, increase their ability to communicate effectively with company stakeholders and explain how to optimize the operations for business sustainability.

This course will start with the introduction of Operations and Supply Chain strategy, which focuses on examples of excellence in operations management, current issues in operations and supply chain management, and strategic design of operations and supply chain management.

Next, it incorporates the importance of product strategy and innovation in contributing the maximum value to the organization. It also incorporates volume-variety and its influence on process design; in particular, its influence on process layout. At planning and control level, this course emphasizes the importance in planning and controlling costs along supply chain; as well as a fundamental change in how we see the role of operations in supply chain today.

This course also covers the improvement in operations by emphasizing the importance and use of quality management system throughout the supply chain, as well as expands JIT and lean production to lean service which includes lean supply chain. At the end of this course, participants should be equipped with a range of tactics in managing operations and productivity in their area of work.

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MISSION →

TRANSFORMING LEADERS and CHANGING THE WORLD FOR THE BETTER.

VISION →

THE #1 GLOBAL LEADERSHIP DEVELOPMENT EXPERT.

CORE VALUES (LISTEN) →

LOVE, INNOVATION, SYNERGY, TRUST, EXCELLENCE and NURTURE

COMPETITIVE ADVANTAGE STATEMENT →

ITD World is an award-winning MULTINATIONAL CORPORATION that provides the WORLD'S BEST LEADERSHIP DEVELOPMENT SOLUTIONS to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

CORE ACTIVITIES & RESOURCES →

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

EXCLUSIVE MEGA GURUS →

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

QUALITY CERTIFICATION, AWARDS & PUBLICATIONS →

WINNER of the ARTDO International HRD EXCELLENCE AWARD in recognition for outstanding contribution to international Human Resource Development

Bestowed the BRAND LAUREATE INTERNATIONAL AWARD for the BEST BRAND IN TRAINING.

CUTTING EDGE BOOKS co-authored with the world's Top Mega Gurus - "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader" and "The Leader's Daily Role in Talent Management".

AWARD AND RECOGNITION

