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Advanced Management Programme Managing Organisations in a Global Business Environment

University of Nottingham Malaysia
7-9 October 2020



Explore it



Experience it



For enquiries please contact:
Nottingham University Business School



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nottingham.edu.my/contact

nottingham.edu.my/business

Welcome to the University of Nottingham

University of Nottingham UK

Nottingham's first civic college was opened in the city centre in 1881. In 1948, the college was awarded the Royal Charter and became University of Nottingham, now able to award degrees in its own name. Since then, University of Nottingham continues to grow and still focuses on its development.

In the UK, the University has three main teaching campuses namely, University's Park Campus, Jubilee Campus and Sutton Bonington Campus. In addition to its UK campuses, the University has also opened campuses in Malaysia and China.

University of Nottingham Ningbo China

The University admitted its first students in the city of Ningbo, China in 2004, and the purpose-built campus was formally opened in February 2006, as part of a joint venture. The University then became the first foreign university to establish an independent campus in China.

University of Nottingham Malaysia

The University opened a campus in Malaysia in 2000. Subsequently a new purpose-built park campus was opened in September 2005 in Semenyih, Malaysia close to Kuala Lumpur International Airport.

Nottingham Malaysia is a world-class international institution providing the unique opportunity to gain a top quality UK degree whilst studying in Malaysia. Situated near Semenyih – about 45 minutes' drive from the Kuala Lumpur city centre and 30 minutes' drive from Kuala Lumpur International Airport – our thriving campus is home to over 5,000 students, including 1,400 international students from over 85 countries.

The University is a full and integral part of the University of Nottingham UK. The campus provides a complete student experience with first-class facilities for teaching and learning, research and leisure. The University's Kuala Lumpur Teaching Centre is located at Chulan Tower, in the heart of Kuala Lumpur where certain postgraduate programmes in business and management are offered. All teaching, assessments and examinations are carried out in English.

University of Nottingham is placed in top 100 universities worldwide in the latest QS World University Rankings 2020 which also places us in the top 100 for Accounting and Finance, Business and Management Studies, Economics and Econometrics. We are recognised internationally for our world-leading research and as a research-led university, students studying at the University will be connected to leading academics, while having access to the latest research and renowned globally.

Our worldwide network, UK-quality degrees and field-leading academics all combine to offer a life-changing educational experience that will serve to enhance your career prospects and realise your true potential.

About Nottingham University Business School (NUBS)

Nottingham University Business School (NUBS) is one of the world's leading providers of business, finance and management education. We provide outstanding teaching programmes and support that enable our students at our schools in the UK, China and Malaysia to excel in a global environment.

Our influential research is ranked as 'internationally excellent', with world leading strengths in entrepreneurship, innovation and business sustainability.

We belong to an elite group of European Quality Improvement System (EQUIS) accredited business schools and the Association of MBAs (AMBA) has accredited our MBA programmes since 1993.

Faculty of Arts and Social Sciences

NUBS UK

As a global leader of business, management and finance education we have been inspiring students for over 50 years. We are a research pioneer in entrepreneurship, innovation and sustainability, ranking sixth in the UK for the quality and volume of our research in the UK 2014 Research Excellence Framework.

We have students from over 150 countries and are home to a number of leading research centres and institutes which reflect our strengths in finance and financial services, healthcare management, sustainability and corporate social responsibility, and enterprise and innovation.

NUBS Malaysia

We are a large and culturally diverse school, with more than 50 full-time and part-time academic staff, from countries such as Malaysia, Indonesia, South Korea, Australia, India and the United Kingdom and over 1,000 foundation, undergraduate and postgraduate students.

NUBS China

With staff from more than 20 countries we provide a truly international learning environment. Our academics undertake research of the highest international standards and our students have unrivalled career prospects. Graduates of NUBS China are highly sought-after by leading Chinese and international companies.



Executive education at NUBS Malaysia

- *Investment Programme* for United Overseas Bank (Malaysia) Bhd (UOB) Wealth Management Employees
- *Economic Outlook and Implications on Financial and Banking Industries — Is Another Financial Crisis Imminent?* to the Board of Directors of Affin Holdings Berhad
- *Creativity and Innovative Work Culture — A Catalyst to Performance Excellence* to the participants of the 19th JPA-BMCC Management Development Programme
- *Understanding Asian Business Environment* to the postgraduate students of international business of Jagannath International Management School, New Delhi (JIMS) at Singapore
- *HR Selection and Talent Management Workshop* for the Human Resources Development Fund (HRDF) under the Ministry of Human Resources Malaysia
- *Out Thinking The Competition — An Introduction To Ingenuity And Radical Innovation Thinking* with participants from the government and private sectors
- *CFO Mindset — Reconciling Strategic and Operational Aspects through Leadership and Performance Management* for Shell Country Controllers
- *Harnessing Innovation and Creativity towards VISION 2020* to the participants of the 20th JPA-BMCC Management Development Programme
- *Performance Management for Organisational Success* to participants from Malaysia, Indonesia and Nigeria
- *Advanced Management Programme — Accelerated Development for Senior Managers* attended by senior executives from both the government and private sector
- *Transforming Government and Empowering Public Service in Realising the Shared Vision* to the participants of the 21st JPA-BMCC Management Development Programme
- *Mentoring for Employee Development* to participants from the private sectors in Malaysia
- *Research Methods for Publications* to participants from the Finance Accreditation Agency
- *Competing on Big Data Analytics* to the participants from JPA
- *Powering Growth through Talent Management* to the participants from JPA
- *Forging Cohesion through Integrity and Sustainability* to the participants of the 22nd JPABMCC Management Development Programme

“The executive programme from NUBS Malaysia advocates to incorporate innovation in all that we do”

The NUBS Malaysia executive programme was a marvelous experience. We were exposed to many models, frameworks and best practices which can be applied at my workplace.

Training in progress



Participants at the Executive education class

About the programme

Global business environment

Globalisation has changed the way businesses are conducted today. It is a forceful process that is unlikely to be reversed. Due to increasing complexity of doing business globally, senior executives are increasingly finding it challenging to navigate through complex networks, manage dispersed and diverse teams, and implement global company strategy consistently. To navigate this dynamic environment, it is important for leaders to be prepared with all aspects of management vis-a-vis the global business environment.

The challenge

One of the challenges faced by organisations today is nurturing a group of senior executives (of various disciplines) who can lead and align organisation's strategic goals in a global business environment, and are able to translate (execute) decision making and planning into reality, thus achieving superior business results. As the pace of globalisation continues to accelerate, the importance of global leadership development will become more critical to an organisation's success than ever.

Addressing the challenge

In addressing the challenge, NUBS Malaysia's Advanced Management Programme (AMP) aims to equip senior executive with advanced leadership skills, cutting-edge strategies, tools, and techniques which will help them to lead with vision and confidence. The AMP is a three-day residential programme covering three areas as shown in the programme schedule.

Who is right for the AMP?

- Senior executives with leadership positions, and identified as part of the company's succession plan with significant responsibility for strategic decision-making including (but not limited to):
 - Members of the executive committee
 - Heads of business units
 - Senior functional heads
 - Senior executives of government agencies or non-profit organisation

- High-potential managers and senior functional managers who wish to sharpen and refine their leadership style, and accelerate their transition from functional specialists to general managers and leaders of organisations.

Programme goals

- Expand senior executives' strategic mind-set.
- Prepare senior executives for the rigour of managing and leading companies.
- Equip senior executives with appropriate strategic leadership and change management tools so as to drive organisational performance.

Learning outcomes

- Knowledge of the latest globalisation challenges and global competitiveness
- Broadening strategic and leadership mindset
- Cognisance of suitable leadership styles and change management strategies to support strategy execution.

Programme schedule

	Day 1	Day 2	Day 3
Time	Wednesday, 7 October	Thursday 8 October	Friday, 9 October
	Globalisation and Strategic Thinking in the new millennium	Global Competitiveness through Customer Intelligence and Analytics	Strategy and Innovation Management
Faculty members	Ms Vanitha Ponnusamy	Dr Dilip Mutum	Dr Avvari Mohan
8.45am	Arrival		
9am	Agenda of the day Lecture and breakout sessions		
12pm	Lunch		
1pm	Facilitated session by faculty members <ul style="list-style-type: none"> Case analysis via group discussions Powerpoint preparation of case analysis (Case analysis techniques) 		
4.45pm	Presentation by participants <ul style="list-style-type: none"> Powerpoint presentation of case analysis (Presentation skills and Q&A techniques) 		
5.45pm	Learning points and End of Day 1	Learning points and End of Day 2	Learning points and End of Day 3
Evening	Complete 'PAP' for Day 1	Complete 'PAP' for Day 2	Complete 'PAP' for Day 3
	Free and easy		

PAP = Personal Action Plan

Programme synopsis

Day 1 7 October (Wednesday)

Globalisation and Strategic Thinking in the new millennium

Globalisation is a forceful process that is unlikely to be reversed, and it is not new.

What may be new is the emphasis on strategic thinking and innovative thinking. Both type of thinking is seen to be a competitive edge in the global business, because they significantly change the ability to compete. Parallel to this is an understanding of the shape of organisation in 21st century, which is pertinent to devising appropriate strategies for business.

The key objective of the day is to discuss globalisation in the new millennium and how to compete with thinking process (strategic and/or innovative) that influences the capability of business to compete in a global arena.

Day 2 8 October (Thursday)

Gaining Global Competitiveness through Customer Intelligence and Analytics

Customer Intelligence and Analytics are essential to gaining competitive edge in the global environment.

When data is available in big volume, high velocity and multiple platforms, it is crucial that business organisations make use of the big data to remain competitive in a global environment. Crucial, timely and accurate decisions can be a huge competitive advantage for business organisations nowadays. Consequently it is important that these organisations can manage big data effectively and efficiently. Likewise in a customer intelligence point of view, customer-centred decisions revolving around relevant customer experience can enhance the business growth and productivity of the organisation.

Equipped with the insights from big data analytics, customer intelligence can help companies optimise their business operations and strategies that strive towards becoming a more competitive and sustainable entity. Very often organisations and that too much data can lead to confusion and decision making opportunities are either delayed or indecisive. Consequently an effective and efficient execution of analytics can harness the potential of big data into actionable predictive modelling and customer intelligence to enhance the organisation's global competitiveness.

The key objective of the day is to give participants an introduction to the techniques and approaches to customer intelligence and analytics. You can learn to identify and manage data from various sources and platforms that can help your company make important decisions in a global business environment.

Day 3 9 October (Friday)

Strategy and Innovation Management

To be successful in today's dynamic business environment, innovation and working collaboratively is crucial for organisations. Leaders must work toward building relevance and managing business fundamentals with a balanced approach. This not involves developing innovation internally but also getting ideas developing linkages or collaborations outside the organisation for innovation.

The key objective of the day is to examine the nature of strategy and analysis using strategy concepts to develop awareness of the factors that must be considered in strategic decision-making. In addition the participants will be exposed to innovation strategies with a particular focus on open innovation and understanding innovation systems for developing linkages of collaborations. Those leaders who leverage opportunities to adapt, innovate and learn can invigorate creating advantages for themselves, their employees and their organisations.



Residential programmes



We offer the Advanced Management Programme on a residential basis on our campus in Semenyih. This year, the programme runs from 7-9 October. The programme has been designed to give you a real world, real learning experience taught by our very own expert faculty set amidst the beautifully landscaped grounds of our garden campus.

“Our residential programmes are intended to provide an excellent learning experience within an organised, relaxed atmosphere; a perfect hideaway from the hustle and bustle of city life”

Dean of Faculty of Arts and Social Sciences

Venue: University of Nottingham Malaysia

The University of Nottingham is described by The Times Good University Guide 2015 as “the nearest Britain has to a truly global university, with campuses in China and Malaysia modelled on a headquarters that is among the most attractive in Britain”.

Nottingham Malaysia opened in September 2000 and became the first British university to set up a campus both outside of the UK and in Malaysia, earning the University of Nottingham the Queen’s award for Enterprise 2001 and the Queen’s Award for Industry (international Trade) 2006. In December 2015, Nottingham Malaysia was awarded with a 5-star rating for the quality of its research and innovation, making it the highest rated international university in Malaysia in The Malaysia Research Assessment (MyRA).

In September 2005, the Malaysia Campus moved to its own purpose-built site in Semenyih, 30km south of Kuala Lumpur. Designed to reflect University Park Campus in Nottingham, it is a self-contained, vibrant village situated on an attractive and landscaped 125-acre site. Nottingham Malaysia has about 5,000 students and around 700 teaching and administrative staff from all over the world.

The University of Nottingham is ranked in the top 100 universities worldwide in the QS World University Rankings 2020.

Foundation, undergraduate and postgraduate taught and research courses at Nottingham Malaysia are taught within 19 schools and departments across the faculties of Arts and Social Sciences and Engineering and Science. Our graduates are highly sought after with 94% employed or in further study six months after graduation* –one of the highest graduate employment rates in Malaysia.



Faculty members



Globalisation and Strategic Thinking in the new millennium
Ms Vanitha Ponnusamy (Masters of Human Resource Management, University of Newcastle) - Assistant Professor of Organisational Management

Vanitha is Assistant Professor of Organisational Management at Nottingham University Business School Malaysia. She has a degree in Anthropology and Sociology and a Masters in Human Resource Management. She has been teaching and training on topics related to Sociology, Organisational Behaviour and Human Resource Management for the past 19 years. She is also the Campus Senior Tutor who manages peer mentoring to improve students teaching and learning experiences. Currently she is pursuing her PhD in Sustainability, particularly in looking at responsible business decisions. In addition, she is also engaged in cross disciplinary research on the social dimension of human-elephant conflict. She is a Malaysian Human Resource Development Fund (HRDF) Certified Trainer (TTT/7180).



Global Competitiveness through Customer Intelligence and Analytics
Dr Dilip S. Mutum (PhD in Marketing, University of Warwick) - Associate Professor of Marketing

Dilip S. Mutum is Associate Professor of Marketing at Nottingham University Business School (NUBS), University of Nottingham Malaysia. He is also the Divisional Research Director of the Leadership, Management and Marketing Division in the school. Prior to joining NUBS in 2014, he was attached with the Coventry Business School, Coventry University, UK, as a Lecturer in Marketing and Advertising. Dilip has also worked previously as a tutor at the Warwick Business School, University of Warwick and as a lecturer with Universiti Utara Malaysia (2002-2006). He has a PhD in Marketing from the Warwick Business School, University of Warwick and is a Fellow of the Higher Education Academy (UK). Before deciding on an academic career, Dilip has worked with various organisations in different capacities. This includes a short stint as a Sub-editor with The South Review magazine and as the Communications Officer for the Consumers International - Asia Pacific office. Dilip is also a HRDF-Certified Trainer (TTT/15180) and has run workshops for various organisations including UEM Sunrise, Kumpulan Wang Persaraan (KWAP) and Jabatan Perkhidmatan Awam (JPA). He has also advised organisations on their customer service and digital marketing strategies. Dilip's research interests include digital consumption and sustainable marketing. His research work has been published within a range of publications – both in print and online.



Strategy and Innovation Management
Dr Avvari V. Mohan (PhD, Management of Innovation, Indian Institute of Science) - Associate Professor of Strategic Management

Dr Mohan's interests are in strategic management, management of innovation, and responsible business strategies (CSR). He has conducted training for national and international organisations, Government agencies, served as a Council Member of the Consumer Forum (CFM), is on editorial panels for research journals and has published in international journals and conferences. He has served as a Council Member of the Consumer Forum (CFM) under MCMC Malaysia, as Innovation Auditor for SMEs in Malaysia and also as resource person in UN-ESCAP, UNESCO etc. He is a Malaysian HRDF Certified Trainer (TTT/7163).

Programme registration form

Advanced Management Programme
7-9 October
University of Nottingham Malaysia

Fee

RM4,800 per person. The programme fee includes facilitation, classroom case, study assessment, training materials, Certificate of Completion, accommodation of 5D/4N, training venue cost and other logistics.

Registration and payment

The registration form must be fully completed and signed and must be received by Nottingham University Business School before **21 September 2020** together with your payment.

Payment details as follows:

A/C Name: The University of Nottingham in Malaysia Sdn Bhd
Bank: HSBC Bank (M) Bhd
Bank Address: KL Main Office, 2 Lebu Ampang, 50100 Kuala Lumpur
Branch: Kuala Lumpur
Swift Code: HBBM MYKL
Account No.: 301-879391-101

Please send the registration form together with payment details to:

Nottingham University Business School
University of Nottingham Malaysia
Jalan Broga, 43500 Semenyih, Selangor, Malaysia

The University of Nottingham in Malaysia Sdn Bhd is a HRDF Certified Training Provider.

Human Resources Development Fund (HRDF) claims

- The course fees may be claimed under Skim Bantuan Latihan (SBL) of HRDF subject to terms and conditions.
- Organisations wishing to claim HRDF can submit this brochure to HRDF for approval. The brochure contains the necessary information for HRDF to process.

Terms and conditions

If the designated participant cannot attend the workshop, a substitute attendee is permitted. However if a confirmed participant or substitute attendee does not attend the workshop, the fee is still liable in full.

Changes in the workshop date, venue, time, trainers and fees can occur from time to time and the organiser reserves the right to reschedule/cancel the workshop and/or amend any information in this brochure. In any circumstances, the organiser's liability is limited only to the refund of paid registration fee.

Certificate of completion

Upon completion of the programme you will receive a Certificate of Completion from the University of Nottingham Malaysia.



The University of Nottingham has made every effort to ensure that the information in this leaflet was accurate when published. Please note, however, that the nature of the content means that it is subject to change from time to time, and you should therefore consider the information to be guiding rather than definitive.

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e: alternativeformats@nottingham.ac.uk

General information

Programme name

Full name

Name you want to be referred to

Male/female

IC number (passport for non-Malaysians)

Nationality

Date of birth (day/month/year)

Position in organisation

Department in organisation

Name of organisation

Address of organisation

Work telephone number

Mobile telephone number (personal)

Email (office)

Email (personal)

Objectives

What do you hope to gain from this programme?

Work experience

Please list your job roles starting with your current position. If all positions are in the same company, please give the major promotional sequence.

Name of organisation

Last position

From (year)

To (year)

Name of organisation	Last position	From (year)	To (year)

Education

Please list highest qualifications obtained.

Name of institution

Qualification

Year obtained

Name of institution	Qualification	Year obtained

Administration

Do you require a vegetarian diet?

 Yes No

How did you learn about this programme?

 Website Email notification Other (please specify)

I confirm that all the information provided in this application is accurate:

Signature of applicant

Date (day/year/month)