



University of
Nottingham

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20
years

Accelerating business growth in start-ups and SMEs

10-11 September 2020
Royale Chulan Hotel,
Kuala Lumpur



Accelerating business growth in start-ups and SMEs

In the era of Industry Revolution 4.0 and changing economic conditions, businesses face many challenges and thus, understanding and making the right strategies is important to ensure sustainability. Furthermore, employment is limited, and many are considering starting their own businesses. This programme intends to equip start-ups or people thinking of starting business with relevant practical knowledge and tools to assist decision making. The primary focus of this programme is to equip participants with relevant theoretical and practical knowledge on application of social marketing and branding strategies; good practices in entrepreneurship; and business strategies and understanding financial statements.

Learning Outcome

After completing the modules, you will be able to:

- Be able to apply the concepts, frameworks and techniques to solve marketing, branding and accounting/financial issues
- Develop analytical, problem solving and presentation skills.
- Have a deeper understanding of consumer behaviour, social marketing and of the value of social media marketing.
- To apply ingenuity approach in creative problem solving.
- Understand how to read and interpret the financial statements
- Understand how to start a business in Malaysia
- Understand the role of entrepreneurship and entrepreneurial creativity in economic development.
- Utilise decision tools in planning and problem resolution.

Delivery Method

Methods of teaching and assessment

- Flipchart presentations for brainstorming
- Group discussions
- Hands-on case studies
- Powerpoint presentations
- Presentation from participants

Target Groups

- Interested and thinking of starting a business
- Small and medium-size enterprises' owners
- Start-ups

Entrepreneurship: From Creativity to Innovation

Trainer: Associate Professor Dr Kenny Wong

Creativity, invention and innovation are the ever present themes in the module. No previous experience of learning about entrepreneurship or business is assumed for participants. The module is designed to raise participants' awareness, understanding and capabilities for some of the key elements of entrepreneurial creativity and entrepreneurship in practice. Many of the underlying principles of successful entrepreneurship have much more general relevance than simply to the world of commerce. There are group activities which allows participants to creatively solve problems, overcome obstacles and achieve their goals.

Social Media Marketing and Consumer Behaviour

Trainer: Associate Professor Dr Dilip Mutum

The module will enhance the ability of participants to create, evaluate and access a range of options, together with the capacity to apply ideas and knowledge to solve marketing and branding issues. By the end of the workshop, participants should understand key concepts of consumer behaviour and digital consumers. During the workshop, they will examine the contributions of social marketing in addressing business related problems as well as to examine the challenges associated with social marketing application. Finally, the module will look at the various opportunities as well as challenges presented by social media. The participants will learn how social media marketing can help monitor and facilitate interaction, participation and sharing through digital media and ultimately building branding of and marketing the organisation.

Starting a Business in Malaysia and Understanding the Financial Statements

Trainer: Associate Professor Dr Angelina Yee

This module intends to provide participants with the knowledge on how to set up a business in Malaysia, the regulatory requirements, and its challenges. Possible good practices and wisdom on how to overcome some of these challenges will be shared to participants. The participants will be taught basic understanding of the financial statements and its implications. By the end of the session, participants would be able to apply the knowledge gained into the operations of their businesses or to start a business.

Programme trainers



Dr Kenny Wong

Dr Kenny Wong is an Associate Professor of Management Information Systems in the Nottingham University Business School, where he teaches students in the area of Information Systems, Database Design, Entrepreneurship and Business. He received his PhD from School of Management,

Queen's University of Belfast, UK, in 2008 and was a recipient of Queen's scholarship. Kenny is an alumni member of Cambridge-MIT Institute where he completed the Enterprisers programme in 2005. He was also a recipient of the 2001 FCO's Chevening scholarship, which enabled him to pursue his MSc study with University of Ulster, UK. He had an IT and Management degree from University of Malaya, Malaysia. Before joining the academic career, he worked as an Account Manager with International Business Machines, where he was awarded the IBM Manager's Excellence Award.



Dr Dilip S. Mutum

Dr Dilip is Associate Professor of Marketing at Nottingham University Business School (NUBS), University of Nottingham Malaysia. He has worked with various organisations in different capacities, including a short stint as a Sub-editor with The South Review magazine and as the Communications Officer for the

Consumers International - Asia Pacific office. Prior to joining NUBS in 2014, he was attached with the Coventry Business School, Coventry University, UK, as a Lecturer in Marketing and Advertising. He has also worked previously as a tutor at the Warwick Business School, University of Warwick and as a lecturer with Universiti Utara Malaysia. An avid blogger, Dilip has also advised various organisations on their customer service and digital marketing strategies. His research work has been published within a range of publications – both in print and online. Dilip's research interests include digital consumption and sustainable marketing. He is a Malaysian HRDF (Human Resource Development Fund) Certified Trainer.



Dr Angelina Yee

Dr Angelina is an Associate Professor of Accounting and Director of Executive Education at Nottingham University Business School Malaysia. She has 8 years of experience as an auditor and an accountant while she was working in Australia, Singapore, United Kingdom and Malaysia prior to

joining the education industry. She also has more than 15 years of experience in teaching and training, including various universities and ministries in ASEAN countries. She is a Fellow of the Higher Education Academy, UK.

Further information

To find out more about this programme, please contact Nottingham University Business School (NUBS) Malaysia Executive Education or visit our website

Dr Angelina Yee

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✉ NUBS.EDP@nottingham.edu.my

🌐 nottingham.edu.my/Business/ExecutiveEducation



Programme outline

| Day/Date | Time | Programme details | Programme trainers |
|----------------------------------|-----------------|--|--------------------|
| Day 1 | | | |
| Thursday 10 September | 8.30-9am | Registration and welcome refreshment | |
| | 9-10.30am | Entrepreneur: Characteristics and motivations entrepreneurship incremental and discrete changes | Dr Kenny Wong |
| | 10.30-10.45am | Tea break | |
| | 10.45am-12.45pm | Creative Problem Solving (CPS) models <ul style="list-style-type: none"> Reviewing delegates' experiences and issues/challenges in research commercialisation journey | Dr Kenny Wong |
| | 12.45-2pm | Lunch | |
| | 2-3.30pm | Starting a business in Malaysia <ul style="list-style-type: none"> Challenges and wisdom to right decision(s) Regulatory requirements in starting a business in Malaysia Types of business set-up | Dr Angelina Yee |
| | 3.30-3.45pm | Tea break | |
| | 3.45-5pm | Understanding of the financial statements and its implications <ul style="list-style-type: none"> Basic financial ratios Financial statements and its interpretation Key concepts in accounting | Dr Angelina Yee |
| | 5-5.30pm | Recap and personal take-aways for day 1 | Dr Angelina Yee |
| Day 2 | | | |
| Friday 11 September | 8.30-9am | Registration | |
| | 10.45am-12.45pm | Social media marketing and branding strategies <ul style="list-style-type: none"> Breakout session and hands on social media activity Debunking some social media myths Introduction to social media marketing | Dr Dilip Mutum |
| | 12.45-2pm | Tea break | |
| | 2-3.30pm | Social media's hybrid role in the promotion mix <ul style="list-style-type: none"> Breakout session and group presentation Role of digital opinion leaders/social media influencers The online ladder of engagement model and the consumer decision journey in the digital era | Dr Dilip Mutum |
| | 3.30-3.45pm | Lunch | |
| | 3.45-5pm | Effective social media promotion techniques <ul style="list-style-type: none"> Breakout session and group presentation Methods to influence and shape discussion on social media Moving away from one-way traffic to multiple channels | Dr Dilip Mutum |
| | 5-5.30pm | Tea break | |
| | 3.45-5pm | Dangers of social media and dealing with them <ul style="list-style-type: none"> Breakout session for case study analysis Group presentation Real examples of social media disasters. | Dr Dilip Mutum |
| | 5-5.30pm | Recap and personal take-aways for day 2 | Dr Dilip Mutum |
| | 5-5.30pm | Group photo and certificate presentation | All |



Programme registration form 2020

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10-11 September

Royale Chulan Hotel, Kuala Lumpur

Fee

Early bird price: RM2,500/person

Normal price: RM2,600/person

Group of three and above: RM2,200/person (for more than three delegates attending from the same company/institution)

Registration and payment

The registration form must be fully completed and signed and must be received by Nottingham University Business School before **26 August 2020** together with your payment.

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: HBMBMYKL
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

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 in Malaysia Sdn Bhd
is a HRDF Certified Training Provider.



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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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) |
|----------------------|---------------|-------------|-----------|
| | | | |

Education

Please list highest qualifications 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)