

OTHER PROGRAMMES

Under the EDP umbrella of UTM IBS, we also provides and tailored our programmes to the requirement of interested party(s) particularly private sectors. Amongst other programmes conducted are:

1. Advanced Management Programme (AMP)

AMP is designed with the objective to develop management and decision-making skills of managers, in-line with the contemporary management thinking. An in-house programme, the AMP is specially conducted for the managerial staff, senior managers and directors of corporations to prepare them to meet the challenging market demands by advancing management knowledge and practice, through specifically conceived market-oriented teaching and training.

An intensive and continuous session of classes, discussions and group works will be conducted over a period of 2 to 3 weeks, after which participants could implement their project at work. For the purpose of creating conducive learning environment, AMP will be fully executed at the hotel, resorts or any training center outside the office, in order to prevent from any disturbances from the workplace. UTM IBS requires at least 20 participants to conduct an in-house program.

2. Advanced Leadership Programme (ALP)

ALP was specifically designed to enhance the leadership qualities of managers and to equip them with the knowledge and tools that would contribute to better management. The ALP is conducted as a tailor-made residential programme with a broad-based approach to orient the participants with management knowledge and tools.

An intensive and continuous session of classes, discussions and group works will be conducted over the period of 2 to 3 weeks after which participants will be required to implement their project work under the supervision of respective trainers. Case studies of relevant firms will be the major teaching materials used in this programme.

3. Non-graduating Programme (NGP)

As a center of excellence, IBS offers numerous programmes that are specifically designed for the individuals or organisations towards knowledge enhancement, which is deemed important to improve their performance and increase productivity. Besides the MBA programmes, UTM-IBS also offers Non-Graduating Programme (NGP). NGP is a package of training program consisting of courses taught by lecturers from local and foreign universities.

When participants intend to pursue the MBA at UTM IBS, they could transfer credit their NGP courses provided they have fulfilled their NGP grading requirements.



For more information, contact:

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EDP

Executive Development Programme

Training for Business, Managerial, Leadership & Entrepreneurial Advancement



• MANAGEMENT & INNOVATION • STRATEGIC MARKETING AND BRANDING • HUMAN RESOURCE & TALENT MANAGEMENT
• ACTION RESEARCH IN ORGANIZATIONS • COMPETITIVE ADVANTAGE THROUGH TECHNOLOGY • ENTREPRENEURSHIP AND ENTREPRENEURIAL MANAGERS
• COST ACCOUNTING FOR DECISION MAKING • FINANCIAL FOR NON-FINANCIAL MANAGERS • GLOBAL BUSINESS ENVIRONMENT
• STRATEGIC MANAGEMENT AND THE CORPORATE PLAN • MANAGEMENT AND EVALUATION OF ORGANIZATION • OPERATION AND PROJECT MANAGEMENT
• CREATIVITY AND INNOVATION • PRESENTATION AND COMMUNICATION SKILLS • QUALITY AND CHANGE MANAGEMENT
• LEADERSHIP: THE CHALLENGE IN 21ST CENTURY • NEGOTIATION SKILLS



EDP

Executive Development Programme

The UTM International Business School (UTM IBS) offers Executive Development Program (EDP) that utilizes a number of short courses covering all aspects of managing an organization.

The EDP is tailored exclusively to further enhance the capability of participants' managerial and entrepreneurial competencies. It focuses on preparing participants to face an ever-changing market demands. This is done by the advancement of management knowledge through special courses conceived of market-oriented teaching and related training.

OUR MODUS OPERANDI

Participants may choose any number of courses offered. We also design new courses tailored to specific request or need of clients. Time and place for the training can be discussed. The minimum participants to conduct for this program either in-house or at our premise are 15.

PROGRAMME OBJECTIVES

The objectives of EDP programme at UTM IBS are as follows:

- Assist participants in acquiring knowledge for the development of managerial and entrepreneurial skills;
- Familiarizing participants with the various functional areas of business;
- Mould and develop participants with the ability to make decision; and
- Train participants with the skills for managerial enhancement.

COURSES OFFERED

- STRATEGIC MARKETING AND BRANDING
- HUMAN RESOURCE & TALENT MANAGEMENT
- ACTION RESEARCH IN ORGANIZATIONS
- COMPETITIVE ADVANTAGE THROUGH TECHNOLOGY MANAGEMENT & INNOVATION
- ENTREPRENEURSHIP AND ENTREPRENEURIAL MANAGERS
- COST ACCOUNTING FOR DECISION MAKING
- FINANCIAL FOR NON-FINANCIAL MANAGERS
- GLOBAL BUSINESS ENVIRONMENT
- STRATEGIC MANAGEMENT AND THE CORPORATE PLAN
- MANAGEMENT AND EVALUATION OF ORGANIZATION
- OPERATION AND PROJECT MANAGEMENT
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- LEADERSHIP: THE CHALLENGE IN 21ST CENTURY
- NEGOTIATION SKILLS

EDP offers several courses as follows:

STRATEGIC MARKETING AND BRANDING

The course focuses on designing and implementing marketing strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity either corporate marketing, strategic or branding management.

HUMAN RESOURCE & TALENT MANAGEMENT

This course covers all major fields of managing human resources in organizations. It emphasizes on human resource practices can and should contribute to business goals and help to improve product and service quality and effectiveness. The emphasis in this course is on the management of the people at work.

ACTION RESEARCH IN ORGANIZATIONS

This course is designed to understand the importance of action research as a reflective process of progressive problem solving and decision making. It will focus on the various research designs and the process of doing action or intervention research aims to improve strategies, practices, and knowledge of the working environments. Apart from that, students will also be introduced to relevant statistical tools and be familiarized with SPSS software for the purpose of analyzing and interpreting research data.

COMPETITIVE ADVANTAGE THROUGH TECHNOLOGY MANAGEMENT & INNOVATION

This course places the concept of technology and technology management in perspective and deals with the strategies to manage innovation. This includes how to create product innovation and understanding its process. The course also discusses technology transfer.

ENTREPRENEURSHIP AND ENTREPRENEURIAL MANAGERS

This course is designed to provide a better understanding of the theory, process, and practices of entrepreneurship. These include the evolution of entrepreneurship and its contribution to the overall economic development, the entrepreneurial perspective and mindset, entrepreneurial ventures, and contemporary challenges in entrepreneurship. It also intends to develop the entrepreneurial qualities among managers.

COST ACCOUNTING FOR DECISION MAKING

Accounting and cost constitute the bases upon which all internal and external financial transactions are conducted. A thorough knowledge of accounting, its concept and practices therefore, is necessary for an effective financial control of any business. Financial, Management and Cost Accounting will be discussed in this course with implications on decision making.

FINANCIAL FOR NON-FINANCIAL MANAGERS

The module covers the depth of business-critical understanding and skills necessary for effective financial management of modern enterprises. Students are required to prepare the cash forecast, financial statements, enterprises evaluation, capital project evaluation, and others.

GLOBAL BUSINESS ENVIRONMENT

This course examines the globalization of business and the challenges in ever changing political, economic and technological environments; the internationalization process of foreign direct investment by multinational enterprises, trade relations, economics integration especially NAFTA, EU and ASEAN, and the impact of cultural differences on management with special reference to Southeast Asia.

STRATEGIC MANAGEMENT AND THE CORPORATE PLAN

This course attempts to provide methodologies and comprehensive tool kit for helping corporations in preparing strategic plan towards improving their effectiveness and achieving superior performance. It involves elements of Strategic Planning, Investment Appraisal, Business Process Reengineering and Performance Management.

MANAGEMENT AND EVALUATION OF ORGANIZATION

A continual process of evaluation, restructuring and deployment of its resource is needed to the organizations in order to ensure that it survives the onslaught of competition. But companies do not normally depend on organic growth solely. To move forward and make the quantum leap, companies need to look at external sources of growth, mainly through mergers and acquisitions (M & A), joint ventures, contraction through divestitures or sell-offs, various change in corporate control and ownership. This course thus looks at the various forms of corporate restructuring exercises and sees their manifestation and real life applications.

OPERATION AND PROJECT MANAGEMENT

The objective of this course is to help participants become effective managers by providing a general managerial perspective of Operation and Project Management at both the strategic and tactical levels. The participants understanding of the concept, tools and techniques in managing operations with particular emphasis on those issues that can significantly affect project completion.

CREATIVITY AND INNOVATION

This course is designed to give a clear understanding of the nature of creative thinking and its place in everyone's thinking process. It will also discuss some of the basic approaches and methods of creative thinking and innovation. At the end of this course, participants will learn the importance of a systematic approach to opportunity seeking for all levels of management in the company.

PRESENTATION AND COMMUNICATION SKILLS

The course will essentially teach the fundamentals of effective communication and help participants develop the skills to increase their confidence in communication facts and ideas, clearly and concisely to others. The finer points of presentation will be covered accordingly.

QUALITY AND CHANGE MANAGEMENT

For an organization to be continuously relevant to its customer and successful it must from time to time, upgrade its management system and processes. In order to introduce these new initiatives, managers must be equipped with the ability to introduce successful change that yields benefit. Successful and outstanding results are only achieved when managers have a clear understanding of how individuals are motivated and how groups of people work as a team and react to one another.

LEADERSHIP: THE CHALLENGE IN 21ST CENTURY

This course will deliver the tools and methods that will train capable managers into effective leaders through mental transformations. The course also focuses on determining leadership styles.

NEGOTIATION SKILLS

This course is designed to help participants to be more successful negotiators by learning the essential tools of negotiation. Participants will have the opportunity to learn on how to deal with difficult people and hard bargainers and manage conflict productively. The focus will be on improving personal negotiation skills and working on better outcomes in complex situations.

