

FPAM COURSE OUTLINE

(A SIDC CPE-approved course)



Title: Company Analysis: The Strategic Position
Date: 18 March 2015 / Wednesday [Full day]
Venue: Dewan Berjaya, Bukit Kiara Equestrian & Country Resort, KL
CPE/CE/CPD: 10 CPE Points / 10 CE Points / 8 CPD Points
Instructor/s: Dr. Ch'ng Huck Khoon

Learning Outcome

By attending the course, participants will be able to:

1. Describe the characteristics of strategic decisions
2. Analyse the company's position in the external environment
3. Analyse the determinants of strategic capability - resources, competences and the linkages between them.
4. Discuss a company's purposes, taking into account corporate governance, stakeholder expectations and business ethics.
5. Explain the role of history and culture in determining a company position

Time	Function/Paper Title
8:30 - 9:00am	Registration
9:00 - 9:30am	Introducing Strategy <ul style="list-style-type: none"> • The characteristics of strategic decisions. • Level of strategy. • The strategic position. • Strategic choices. • Strategic in action.
9:30 - 11:00am	The Environment <ul style="list-style-type: none"> • The macro environment. • Industries and sectors. • Competitors and markets. • Opportunities and threats. • Case study - SWOT for Malaysia banking industry.
11:00 - 11:15pm	Coffee break
11:15 - 1:00pm	Strategic Capability <ul style="list-style-type: none"> • Foundations of strategic capability. • Cost efficiency. • Capabilities for achieving and sustaining competitive advantage.

	<ul style="list-style-type: none"> • Organisational knowledge. • Diagnosing strategic capability. • Managing strategic capability. • Case study - analyse eBay's strategic capability / competitive advantage.
1:00 - 2:00pm	Lunch break
2:00 - 3:30pm	Strategic Purpose <ul style="list-style-type: none"> • Corporate governance. • Business ethics and social responsibility. • Stakeholder expectations. • Organisational purposes: values, mission, vision and objectives.
3:30 - 3:45pm	Coffee break
3:45 - 5:30pm	Culture and Strategy <ul style="list-style-type: none"> • Strategic drift. • Why is history important? • What is culture and why is it important? • Managing in an historic and cultural context. • Case study on analyse the organisational culture of Marks & Spencer.

Profile of Dr. Ch'ng Huck Khoon
CEO, CHK Consultancy Sdn Bhd

Dr. Ch'ng Huck Khoon, pursued his PhD studies in Finance at the Universiti Sains Malaysia (USM); He also holds a MBA (Finance) from the University of Stirling (UK), a Certified Financial Planner, he is an Associate Member of The Institute Of Chartered Secretaries and Administrators (ICSA) and Associate Member for Centre for Business and Management (CBM) University Tunku Abdul Rahman (UTAR).

Dr Ch'ng is currently the CEO for CHK Consultancy Sdn Bhd. He is also an Independent Non Executive Director for CNI Holdings Berhad, YGL Convergence Berhad and AT Systematization Berhad (public listed companies in BURSA Malaysia) and Chairman of Audit Committee for CNI Holdings Berhad and YGL Convergence Berhad,. He is columnist in the Shin Chew Daily and United Daily (local press) on stock market matters, apart from being interviewed on financial related topics by Astro, RTM and eTV.

He is also working freelance as Assessment Consultant for MSC Malaysia Multimedia Super Corridor Research and Development Grant Scheme (MSG), Mentor for Cradle Investment Programme, Subject Matter Expert for Securities Industry Development Corporation (SIDC) Industry Transformation Initiative (ITI) / Continuing Professional Education (CPE) courses and Financial Planning Association of Malaysia (FPAM) Continue Education (CE) courses. He is a HRDF Certified Trainer, External Moderator / Paper Examiner for INTI International College (Laureate International University) and Academic Council and Examination Board for SDH Institute (Singapore).

Dr Ch'ng was an Assistant Professor at the Universiti Tunku Abdul Rahman (UTAR) and Wawasan Open University (WOU). He lectured on Financial Management, Financial Strategy, Money and Banking, Financial Planning and Corporate Strategy related modules. He was also a Capital Markets Services Representative License holder for 15 years with A A Anthony Securities Sdn Bhd. One of his research papers entitled 'How Many Securities Make A Diversified Portfolio: KLSE Stocks?', was selected as the winner of the Security Commission Capital Market Award 2000. His main research interests are in investment and behavioral finance and his research papers have not only been published in Malaysian journals but also those in India and Australia.

(last update March 2013)

CE COURSE REGISTRATION FORM / INVOICE

Title of Course:	Company Analysis: The Strategic Position
Speaker:	Dr. Ch'ng Huck Khoon
Date:	18 March 2015 / Wednesday [full day]
Venue:	Dewan Berjaya, Bukit Kiara Equestrian & Country Resort Jalan Bukit Kiara, Off Jalan Damansara, 60000 Kuala Lumpur
Registration:	8.30 am – 9.00 am
Time:	9.00 am – 5.00 pm
Fees:	Early Bird Special; RM280 (FPAM Member), RM 400 (Public) Payment by 1st March 2015. Normal – RM 320 (FPAM Member), RM 450 (Public) Fee includes seminar materials, buffet lunch and refreshments.
CE Points (FPAM): CPE Points (SIDC): CPD Points (FIMM):	Ten (10) Ten (10) Eight (8)
Instructions:	Please fill-up this form and fax to +603 7954 9400 or e-mail to aniza@fpam.org.my by 1st March 2015 for early bird discount.
Payment/Invoice:	By cheque: Payable to 'Financial Planning Association of Malaysia'. Address: Unit 305 , Block A, Phileo Damansara I, Jalan 16/11, off Jalan Damansara, 46350 Petaling Jaya, Selangor. By credit card: We will process and charge your credit card upon receipt of this form. This page serves as our official invoice. No further invoice will be issued.
Enquiries:	Send e-mail to aniza@fpam.org.my or call Cik Aniza at +603 7954 9500
Terms:	Registration is on a first-come-first-served basis. Confirmation is subject to payment before the course. Walk-in participant/s will be admitted on the basis of space availability. FPAM reserves the right to amend the program, speaker, date, venue, etc, without prior notice.

YES, PLEASE REGISTER ME!

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