

THE ESSENTIALS OF HIGH LEVEL BUSINESS!
THE 4-DAY “MBA” – MASTERCLASS IN BUSINESS ADMINISTRATION
 • STRATEGIC PLANNING • FINANCE AND ACCOUNTING • MARKETING
 25-28 JULY 2017, KUALA LUMPUR



Need a fast and reliable way to get your business knowhow up to speed?

In 4 days you will achieve your full potential to lead your team and organization. The 4-day “MBA” will give you the grounding in the key elements of business administration and hone your business and management skills. Redefine your management strategy with a sound understanding of the critical elements of business – Corporate Strategy, Finance and Marketing!

Course Outline

STRATEGIC PLANNING One Day

- Strategic Planning Principles
- Overview Of The Planning Process
- Revisiting Your Organisation’s Mission Statement
- Assessing The External Environment
- Responding To Changes In The Global Environment
- Becoming A High Performance Organization
- Formulating A Strategy
- Resource Allocation
- Building Blocks Of Strategy Execution

FINANCE & ACCOUNTING Two Days

- Accounting Essentials
- Working Rules To Corporate Financial Statements
- Using Balance Sheet To Examine Assets, Liabilities
- Analyse Income Statements To Assess Revenues And Expenses
- Cash Flow Statement – Sources And Uses Of Funds
- Operational Budgeting
- Cost Analysis And Profit Planning
- Content And Format Of The Annual Report

MARKETING One Day

- Think Like A World-Class Marketer
- Basic Marketing Skills And Tools
- Creating A Compelling Marketing Plan
- Aligning Components In The Marketing Mix
- Steps In Market Research Process
- Leveraging Marketing Strategies
- Analysing Market Intelligence
- Positioning Strategy
- Importance Of CRM Systems
- Pricing And Targeting Process

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Trainers



DR SASHEEDRAN RAMAN (SASHEE)

Sashee has helped organisations improve performance in areas of personal development, critical thinking and sales. He conducts training for MNCs and government, in Malaysia and overseas - in Australia, Germany, USA, Japan, Philippines, Hong Kong, Thailand, Singapore and Taiwan. Sashee believes in making a difference in participants learning through his personalised, practical and dynamic approach that makes learning an enjoyable and valuable experience. Sashee is a Senior Trainer with American Management Association (AMA), Certified Neuro-Linguistic Programming (NLP) and Time-Line Therapy Practitioner from the American Board of Neuro-Linguistic (ABNLP). He has a doctorate in Business Administration from University of Newcastle; Masters in Marketing from RMIT University and BA in Management (Marketing) from University Science Malaysia.

DANIEL CARDUCCI

Daniel is a seasoned trainer in Finance, Accounting and Marketing. He has lectured on MBA programs in Business Policy, Strategic Planning and Marketing. An experienced consultant, he consulted for several private companies including the Indonesian Government, with the Ministry of Trade, and worked on various projects involving the development of small to medium sized enterprises. From 2003-2007, Daniel was Principal of Jakarta International College which ran joint programs with Monash University. Daniel's early career was as Director of Price Waterhouse Coopers. He was a lecturer at Melbourne Institute of Business and Technology (Indonesia) where he taught Management, Economics, Accounting, Business Math and Marketing. Daniel holds a BBA and MBA from Kent State University.

Registration Details

Name 1	Company
	Email
	Tel
Name 2	Company
	Email
	Tel
Name 3	Company
	Email
	Tel

Contact Details

Address:

BlueTrack Centre, Level 33,
 ILHAM Tower, 8 Jalan Binjai,
 50450 Kuala Lumpur, Malaysia

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 Singapore: (65) 82001333, 68292331

Email: judith@bluetrackcentre.com

Website:

www.bluetrackcentre.com

Special one-off 50% “Raya” Discount for registration by 22 June 2017!

Full Course Fee: 4-Day “MBA”- RM 7,900

Single Module Fee: 1-Day Strategy RM3,000, 1-Day Marketing RM3,000, 2-Day Finance RM4,200

Payment by Cheque/Bank Transfer to: Blue Track Centre, Maybank Account No. 514 196352 227

An acknowledgement will be sent upon receipt of registration and payment.