

EXECUTIVE MANAGEMENT PROGRAM FOR MANAGERS

ADVANCED YOUR MANAGEMENT KNOWLEDGE



FOR INQUIRY:

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Mini-MBA

Strategic Management and Leadership for Managers

8-DAY COMPREHENSIVE PROGRAM FOR MANAGERS

Program Structure

The program comprises of four 2-day modules with a total of 8 days of training sessions over 4 to 6 months. Training Programs can be arranged in-house or on University of Sunderland HK campus in Central. Participants need to complete **FOUR** out of eight subjects.

Upon Completion

A Mini-MBA certificate will be awarded by the University of Sunderland HK to participants who have completed the program. To pass the modules, participants have to achieve at least 80% class attendance of each module, and finish project, assignment, group discussion, presentation and case study.

Program Fee

Private class

- 15 to 20 pax in a class from the same company / organization
- HK\$10,000 for each participant
(Single price for public: HK\$18,000)

Faculty

Dr. David Mui
Dr. E Sun
Dr. Grace Lee
Ms Winnie Kwok
Ms Pansy Chan
Mr Alan Yu
Mr Kenneth Chang
Mr Terence Tang

Program Partners:



Modules Description

M1: Manage Team Performance to Support Strategy

The unit will explore how team performance can be evaluated and optimized to realize strategic objectives.

M2: Information Management and Strategic Decision Making

The unit will address the volume and complexity of data and information available to organizations and how to analyze, apply and determine its value in making strategic decisions.

M3: Leading a Strategic Management Project

The unit will involve the learner in formulating research and methodologies to support a strategic management project. They will be required to critically evaluate options and data sources prior to presenting project outcomes.

M4: Strategic Direction

The unit will explore the strategic aims and objectives of an organization and their significance in setting direction, and identifying success and progress for the organization. The unit will also explore where different strategic options may lead the organization to change its direction.

M5: Strategic Marketing

The unit will investigate underlying models, techniques and theories that underpin marketing and can contribute to strategic objectives. It will also provide learners with a critical understanding of the marketing function within complex organizations.

M6: Strategic Planning

The unit is about the value of the strategic planning process in formulating appropriate strategies and designing a plan that will be supported by stakeholders and other organizational leaders. The critical review of the plan and its success is also addressed in the unit.

M7: Human Resource Planning

The unit will address issues that are important when planning for and securing a workforce that will be able to deliver strategic objectives. The unit will also consider the constraints and influences on organizational HR practices.

M8: Development as a Strategic Manager

The unit aims to support organizational and self-awareness in learners. It provides a foundation for a self-critical and reflective approach to personal development to support the learner when operating at a strategic level. Wider context organizational and environmental factors are also considered as contributors to overall strategic success of the individual and the organization.