



BURSATRA

Effective Operational and Risk Management

THE SOCIAL ECONOMY: RECONFIGURING BUSINESS MANAGEMENT

BACKGROUND

While most companies use social technologies in some way, very few are anywhere near to achieving the full potential benefit. In fact, the most powerful applications of social technologies in the global economy are largely untapped. Companies will go on developing ways to reach consumers through social technologies and gathering insights for product development, marketing, and customer service. Much more potential value lies in using social tools to enhance communications, knowledge sharing, and collaboration within and across enterprises. These technologies create value by improving productivity across the value chain. A big portion of this potential value lies in improving collaboration and communication within and across enterprises. To reap the full benefit of social technologies, organizations must transform their structures, processes, and cultures: they will need to become more open and non-hierarchical and to create a culture of trust. Ultimately, the power of social technologies hinges on the full and enthusiastic participation of employees who are not afraid to share their thoughts and trust that their contributions will be respected. Creating these conditions will be far more challenging than implementing the technologies themselves. It would ultimately and fully reconfigure the way we conduct and manage our business. Are we bold enough to take up this monumental challenge?

COURSE OBJECTIVES

- To have a general understanding of the social economy
- To understand social technologies & its relevance to business thinking and strategy
- To understand how these technologies can generate value creation across businesses & industries

COURSE COVERAGE

- What are the social economy & social technologies?
- Why are they important to companies?
- How do companies deal with and manage these technologies to increase value creation & productivity?

METHODOLOGY

PowerPoint presentation with case studies on specific areas and discussions.

WHO SHOULD ATTEND

Directors, managers and executives of companies that intend to or would be operating in frontier regions

ADMINISTRATIVE DETAILS

4 CEP
POINTS

- DATE:** 30 December 2014
- DURATION:** Half-day (0900-1300)
- VENUE:** To be advised
- FEE:** RM650.00 per participant
- PAYMENT:** Cheque is to be made payable to **BURSATRA SDN. BHD.**

SPEAKER'S PROFILE

En. A. Azmi bin Abd Khalid

- A. Azmi Abd Khalid, is an independent scholar, writer, trainer and strategist. He started his career at the University of Malaya. In 1984-86, he was at the London School of Economics. He was a consultant/researcher in the 2008-09 ASEAN + 3 Research Group on the Development of Corporate Credit Information Database and Credit Guarantee System, ASEAN Secretariat, Jakarta.
- He left the university in 1995 to join the corporate sector. He was with TV3 and Takaful Ikhlas. Then he started his own business until today. He has been in training and consultancy, retail supermarket, printing, automobile dealership, energy saving solution as well as business and strategic advisory services.
- In 2007, he returned to the University of Malaya to join the International Institute of Public Policy and Management. He was a senior analyst at the International Institute of Public Policy and Management (INPUMA), University of Malaya. Later, he served as the Deputy Director of the University of Malaya Entrepreneurship Centre (UMEC) until June 2013. He is currently a lecturer in the Master of Public Policy (MPP) programme conducted by INPUMA, University of Malaya.
- His areas of interest are: Government-Linked Companies (GLCs) in East and Southeast Asia, Small and Medium Enterprises (SMEs) in the Malaysian Economy, State/Government Intervention in the Malaysian Economy, Entrepreneurship, Strategy and Leadership, Business Failure Analysis and Economic and Financial Crises in Modern Economic History.
- At INPUMA, University of Malaya, he trained senior government officials from Sudan, Indonesia, Thailand, Vietnam, Maldives, Yemen, Timor Leste, Afghanistan, Nigeria, Iraq, Myanmar, Pakistan, Ghana, Uzbekistan and Liberia. He has, with Bursatra Sdn Bhd, trained directors of listed companies in many areas of special interests until now.

REGISTRATION FORM

**THE SOCIAL ECONOMY:
RECONFIGURING BUSINESS MANAGEMENT**

(0900 – 1300 hrs)

30 October 2014

Name of Participant: _____

Designation: _____

NRIC / Passport #: _____

Name of Company: _____

Address of Company: _____

Contact Person & Designation: _____

Tel. #: _____ Fax #: _____ E-mail: _____

Postponement / Cancellation within seven (07) working days prior to the event are subject to a cancellation / postponement fee of 20%. Full amount of the registration fee(s) is chargeable for non-attendance of the participant(s).

TO REGISTER, PLEASE CALL 03-7958 8001 / 03-7958 8002 OR FAX REGISTRATION FORM TO: 03-7954 8002 OR E-MAIL TO: sophiah@bursatra.com.my

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