



Masterclass In Business Strategy, Governance & Leadership

*Facing the Challenges of Globalization, Rapid
Changes in Technology and Innovation*



Upon completion, students may be eligible for unit exemptions in Swinburne's Master of Business Administration (MBA)

COMMENCEMENT: 15-16 JUNE 2019
DURATION: JUNE – OCTOBER 2019 (8 weekends)
VENUE: MEF ACADEMY, PJ
PRICE: RM11,800 per-person (Members)
RM12,800 per-person (Non- Members)
*(Excluding 6% SST)

This program is partly funded under the HRDF INDCERT Incentive Scheme

This specially designed Masterclass, built on the Swinburne University of Technology's MBA program, aims to upskill and develop Malaysian Managers and Executives to meet the challenges of globalization and the rapid changes in technology and innovation. Satisfactory completion of the Masterclass provides eligible participants an accelerated pathway to the prestigious Australian MBA, which will elevate participants' career to the top of business leadership hierarchy.

On completion, participants who are likely to be aspiring mid-level managers and executive, will:

- gain advance knowledge and skills in management and organizational behaviour
- be armed with theories and models in areas of communication, group dynamics, power and politics, ethics and social responsibility
- be exposed to business etiquettes, similarities and differences from cross-cultural perspectives

This Masterclass is open to all eligible employees who are Member Companies of MEF and registered with HRDF. Eligible candidates will be funded under the HRDF Industry Certification (INDCERT) Scheme up to RM10,000 for Small Medium Enterprises (SME as defined by HRDF) and up to RM5,000 for non-SME companies. The balance funding may be claimed under the HRDF SBL Scheme.

Non MEF Members and/or non-HRDF registered companies may also join the Masterclass, however the funding will not be applicable.



Course Structure

The course will be delivered using a combination of online engagement and face-to-face sessions. Throughout the course, participants will be guided by an online narrative, which also hosts reading materials, notes, case studies and discussion forums.

The Masterclass consists of 4 units:

- Behaviour in Organisations
- Ethics and Governance
- Leadership for Innovation
- Management Analysis and Problem Solving

Each Unit provides 36-hours of face-to-face session over 4 days, spread over 8 weeks with lectures, discussions and assignments. The sessions will be held at MEF Academy in Kuala Lumpur. Participants will also be enrolled into Swinburne MBA program. Qualified participants may use the Masterclass unit as exemption into the MBA program.

Faculty

The Masterclass will be co-delivered by leading MEF Academy and Swinburne University Academics, with input from leading industry practitioners.

About Swinburne University of Technology

Swinburne University of Technology is a large multi-sectoral and multi-campus Australian institution with the mission of being an eminent entrepreneurial university in the Asia-Pacific region.

Swinburne has campuses in metropolitan Melbourne and an overseas branch campus university in Sarawak in Malaysia. It also offers an increasing number of innovative online programs. Its programs cover the education and training needs of over 40,000 students ranging from apprentices to doctoral students. Swinburne is committed to innovative education, strong industry engagement and social inclusion.

Swinburne has an international reputation for quality research that connects science and technology with business and the community. The University standing in prestigious world academic ranking lists reflects its commitment to high-quality teaching and research and graduate outcomes.

2019 QS World University Rankings: Top 50 universities under 50 year old

2019 QS World University Rankings: Top 400 universities (or the top 3% worldwide)

2019 Times Higher Education World University Rankings: Top 450

Venue of Classes



MEF ACADEMY SDN BHD (REG NO.: 670301-W)

(Formerly known as MEF TRAINING ACADEMY SDN BHD)

HEAD OFFICE : 3A06 - 3A07, Block A, Pusat Dagangan Phileo Damansara II,

No. 15 Jalan 16/11, Off Jalan Damansara, 46350 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: 603 - 7955 7778 Fax: 603 - 7955 6808 E-mail: mef-hq@mef.org.my

Entry Requirements

For admission to the Masters degree, candidates **must have a Bachelor's Degree or its equivalent.**

Candidates who have completed their Advanced ILO/MEFA Diplomas in Human Resource Management or Industrial Relations, or have attended some of the MEFA Certification courses will be considered for admission but **subject to approval by the Selection Committee.**

In addition, candidates must have adequate and relevant working experience.

Course Duration

The total of 4 units will take about three and a half months, subject to breaks for public holidays, etc

Each Unit provides 36-hours of face-to-face session over 4 days, spread over 8 weeks with lectures, discussions and assignments. The schedule for the 8 weeks classes will be provided to the student on commencement in June 2019.

Details of Course:

1. Unit - Behaviour in Organisations (36 hours / Face to Face Lectures & Tutorials by E-Learning)

Course Objectives:

This unit introduces students to the fundamentals of management and organizational behaviour in the context of today's global business environment. It examines the major theories and models in areas of communication, group dynamics, individual behaviour and motivation, decision-making, leadership, power and politics, change and resistance, and ethics and social responsibility. It places particular emphasis on the application of theory to dilemmas and issues likely to confront managers today and in the future.

Course Content:

1. Models in areas of communication, group dynamics, individual and group behaviour and motivation, decision-making, leadership, power and politics, change and resistance, and ethics and social responsibility
2. Introduction to organisational behaviour approaches including critical management thinking, paradigms and theories
3. Applications of organisational behaviour theories to dilemmas and issues likely to confront managers today and in the future
4. The politics and ethics of managerial and employee behaviour in organisations
5. Organisational problems and issues relevant to organisations operating in a global and diverse workplace

Learning Outcome:

Students who successfully complete this unit will be able to:

1. Apply critical and analytical thinking, including a capacity to question existing practices and assumptions, to the study of management and organisations
2. Critically evaluate the theoretical foundations of the fields of management and organisational studies; and place contemporary managerial practices within these theoretical approaches
3. Apply advanced and coherent knowledge of organisational problems and issues relevant to organisations operating in a global and diverse workplace
4. Communicate proficiently in professional practice to a variety of audiences, and function as an effective member or leader of a diverse team
5. Critically analyse the politics and ethics of managerial and employee behaviour in organisations

2. Unit- Ethics and Governance (36 hours / Face to Face Lectures & Tutorials by E-Learning)**Course Objectives:**

The aim of this unit is to equip students with the appropriate tools, theoretical frameworks and models in order to critically evaluate a range of ethical principles and their contribution to the achievement of sustainable outcomes in contemporary organisations. Provide a human resource management perspective to design and apply an application of ethical and governance methodologies in the organisational decision making processes. Moreover students will be able to demonstrate advanced knowledge and articulate arguments to influence the adoption of ethical, responsible, governance practices when solving complex problems in organisations.

Course Content:

1. Ethics Theories and Frameworks
2. Ethics and Sustainable HRM Practices
3. Ethical and Sustainable Organisations
4. Governance
5. Organizational Governance
6. Governance and HRM practices

Learning Outcome:

Students who successfully complete this Unit should be able to:

1. Critically evaluate a range of ethical principles and their contribution to the achievement of sustainable outcomes in organisations
2. Critically evaluate the selection and application of ethical methodologies to decision making processes in organisations through a research project to be carried out in teams
3. Demonstrate advanced knowledge and articulate arguments to influence the adoption of ethical, responsible, governance and sustainable practices when solving complex problems in organisations
4. Communicate proficiently in professional practice to a variety of audiences, and function as an effective member or leader of a team

3. Management Analysis and Problem Solving (36 hours / Face to Face Lectures & Tutorials by E-Learning)

Course Objectives:

This unit aims to introduce students to a range of ways of exploring the management and organisational issues that confront organisations and businesses. Students will be offered a range of techniques designed to help them work effectively with others in inquiring into opportunities and problems, framing them in useful ways and creating options for tackling them. The unit offers a range of perspectives for doing this, including analysis using metaphor, gap analysis, and systems thinking. It is intended to help students integrate and apply the different discipline perspectives they studied throughout their degree; think holistically as well as functionally; and develop skills in collaborating with managers, clients and colleagues whose training and perspective may be very different from their own.

Course Content:

1. Creating opportunities by understanding problems/issues differently
2. Introduction to different ways of framing/re-framing an issue
3. Metaphor as a tool for understanding organisational issues
4. Taking a 'systems thinking' approach
5. Gap analysis
6. Developing a range of solutions to a real client problem
7. Presenting and justifying an option to a real client

Learning Outcome:

After successfully completing this unit, students should be able to:

1. Apply a range of techniques in inquiry and analysis to organisational and business problems and opportunities.
2. Be familiar with ways of developing useful diagnostic framing for understanding presenting problems and opportunities.
3. Integrate different discipline perspectives in issue analysis, for example marketing, leadership and finance.
4. Explore, understand and leverage differences in individuals' mindsets, experience and background, including their own.
5. Work collaboratively with a range of others in developing their diagnostic practice.

4. Leadership and Innovation (36 hours/Face to Face Lectures & Tutorials by E-Learning)

Course Objectives:

This unit provides students with skills and practice that are critical in leading innovative activities in established organisations. Its focus is the individual and collective leadership behaviours and practices that enable organisations to develop innovative teams and cultures. It is intended that students are able to apply effective thinking and practice in a range of organisational, industry and cultural contexts.

Course Content:

1. Overview of leadership issues in relation to innovation in the context of established organisations
2. Leadership capability self-assessment
3. Creating energy in self and teams for innovation and change
4. Holding and managing the tension of competing corporate mind-sets
5. Influencing culture to innovate
6. Strategic relationship management
7. Ethical and sustainable leadership

Learning Outcome:

1. Critically analyse the relationship between leading innovative activities and the established or entrenched views in organisations, with clear articulation of the ideas underpinning your approaches.
2. Apply problem solving, design and decision-making methodologies to identify and provide innovative solutions to complex leadership and innovation problems with intellectual independence.
3. Apply knowledge of research principles and methods to plan and execute a piece of research with some independence as preparation for research higher degrees.
4. Reflect on and take responsibility for their own learning and self management processes, and manage their own time and processes effectively by regularly reviewing performance as leaders of innovation in organisational settings.
5. Apply skills to function as an effective member or leader of a team.



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 Tel: 603 - 7955 7778 Fax: 603 - 7955 6808 E-mail: mef-hq@mef.org.my

REGISTRATION FORM

Contact Person: Mr Lim Chan How Email: chanhow_lim@mef.org.my

We would like to enrol:

Mr. / Ms.: FULL NAME	Job Title	E-mail & Tel. No. (Trainee)	Course	Date & Venue
			<i>Masterclass in Business Strategy, Governance & Leadership</i>	Commencement 15-16 JUNE 2019 MEF ACADEMY TRAINING CENTRE

Company: _____

Address: _____

Tel. No: _____ Fax No: _____

Contact person: _____ Designation: _____

Signature: _____ E-mail Contact Person: _____

Academic Qualification (Tertiary or Certified management courses)

Title of Course (e.g. Bachelor of Business, Certified management courses)	Name and Country of Institution (e.g. MEF Academy)	Year Completed

Working Experience (in the last five years)

Position Title	Name of Employer	Duration of Employment

Register status with HRDF: _____

Please tick where applicable.

SME: Self-Funding:

Non-SME: HRDF Scheme:

COURSE FEE:

- RM 12,800 per participant (Non-Member) (Excluding 6% SST)
- RM 11,800 per participant (MEF Members) (Excluding 6% SST)

- ❖ Malaysian Employers Federation (**MEF members** – pay to Affin Islamic Bank 10-528-000242-2)
- ❖ MEF Academy Sdn Bhd (**non-members** - pay to Affin Islamic Bank 10-528-000287-5)

Attached is our cheque no. : _____ payable to MEF ACADEMY SDN BHD

NO CASH PAYMENTS / CASH CHEQUES ACCEPTED.