

Academic Management & Training Services

Present

MANAGING INTERNATIONAL TRADE, INCOTERMS AND SHIPPING DOCUMENTATION IN SHIPPING PRACTICES

29 & 30 April 2009, Dorsett Regency Hotel, Kuala Lumpur

Time : 9.00am - 5.00pm

Comprehensive Course Material will be given and Certificate of attendance awarded for those who complete the course

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www.hrdnet.com.my

COURSE SYNOPSIS

Global trade or international trade has been carried out for as long as history can remember. Today, in the minds of the policy makers of a country, it is not a question of why or how much to trade overseas. It is rather about when, how and where else to go, to expand and make our presence felt and our products, goods and services used and accepted by others outside our territory. International trade brings in the much needed foreign currency that any country dream of having, it can be a very interesting and profitable business pursuit, provided one knows how to go about doing things correctly.

This course aims to provide participants a logical guide to the processes involved in developing an effective export marketing plan, explaining the basic procedures that ensure success in the global marketplace. It covers the core areas of the subject including marketing, marketing research, payment, incoterms, transport and logistics, documentations and finance for international trade.

COURSE COVERAGE

1. INTERNATIONAL TRADE AND OBJECTIVES

- Reasons for international trade
- Motives for protective trade
- Today's Global trade pattern
- International events and trade agreements influencing global trade
- Trade intermediaries
- Importing/ Exporting overseas and globally

2. FRAMEWORKS FOR EFFECTIVE EXPORT BUSINESS

- Strategy Framework
- Research Framework
- Finance Framework
- Network link framework
- Sales Framework
- Delivery Framework

3. COMMON INTERNATIONAL COMMERCIAL TERMS

- Ex works
- Free carrier (place named)
- Free on board
- Free alongside ship
- Cost Insurance Freight
- Cost and Freight

4. INTERNATIONAL TRADE DOCUMENTS AND IMPORT/ EXPORT'S CATALYST

- The regular and common International trade documents
- Special or specific document/form
- Import / export's catalyst and enablers
- Shipping agents or forwarding consultant
- Port and container management company
- Storage warehouse or bonded areas
- Insurance company
- Local and International Chamber of Commerce
- Ministry of International Trade and Commerce

5. CARGO INSURANCE & CONTAINERISATION

- The need for insurance
- The Marine Insurance Act
- Fundamental principles of insurance
- Insurance cargo clauses
- Insurance policies and types of policies
- Container Trade
- Container specification
- Types of container

6. COMMON METHODS OF SETTLEMENT OR PAYMENTS IN INTERNATIONAL TRADE

- The involvement of banks
- Banks as payment agents or settlement conduits of international trade
- Methods to make payment in international trade Outright full payment / Partial deposit or cash advance/ Clean collection / Open account/ Documentary credit / Documentary collection

7. DETAILS INSIGHTS INTO DOCUMENTARY CREDIT OR LETTER OF CREDIT

- Principle Behind Letter of credit
- Charges and relevant UCP 500 guide to apply
- Various types of LC (Letter of Credit)

COURSE OBJECTIVES

- Knowing the rudiments of import – export activities and business operations
- Understanding the various business terms, commercial guides and applicable universal laws
- Understanding the functions and activities of importing/exporting
- Knowing about frameworks for effective export business and understanding how import and export activities relates to the international trade as a whole.
- Learning about the different international commercial terms use
- Familiarizing yourself with different forms use International trade international Trade

METHODOLOGY

Interactive lectures, practical exercises, case study on all relevant aspects of International trade

WHO SHOULD ATTEND

New Shipping Practitioners, Shipping Assistants, Export Executives, Import Executives, Line Managers/Executives & Professionals seeking a comprehensive overview of import, export and shipping function.

COURSE DIRECTOR

Wendy Tee has over six years of experience in senior management and academic positions for diversified industrial and business environments. Graduated with a Master of Business Administration (UM), Master of Information Technology (UM), Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Certified Trainer (PSMB), she has undergone intensive academic training in various human development and knowledge improvement. For the past eight years she has been involved in lecturing and training in Financial Accounting, Business Administration and Human Resource and Marketing. Her services are sought after by leading institutions of higher learning locally as well as in the Asean region. She has also provided customized training for staff of a local newspaper.

Wendy is now actively involved management training and research. Her latest responsibility involves the business training, business development, management and lecturing of MBA Business programs for Wawasan Open university She has experience managing training programs cover from local universities, in house training and public seminar training, from designing training needs assessment, developing training materials, monitoring and tracking of training programs successfulness and implementing training evaluation. Having been trained as a qualified trainer, her skill and knowledge has been enhanced in operations effectiveness, fitness analysis, gap analysis and needs assessments.

Wendy is now a business owner with Academic Management, business consultant, certified PSMB trainer, university lecturer, college lecturer as well as a licensed financial planner with several financial advisory companies and she is now pursuing her Doctor of Philosophy (PHD) from University of Malaya.

**Registration Form –email academicmngt@gmail.com
Course : MANAGING INTERNATIONAL TRADE, INCOTERMS AND
SHIPPING DOCUMENTATION IN SHIPPING PRACTICES**

Names

Designation

1. _____
2. _____
3. _____

Company/Organization: _____

Nature of Business: _____

Address: _____

Telephone: _____ **Fax:** _____

Email: _____ **Contact Person:** _____

COURSE FEES

RM 1,000 per person (includes Lunch, Tea-Breaks, Course Notes and Certificate of Completion)

Payment / Terms & Conditions

You can transfer the payment to **Account No: 14091352212052** CIMB Bank in favour of **Academic Management & Training Services**. A copy of the transfer slip should be faxed to 03 91310324 together with this form. **OR** You can pay by cheque made in favour of **Academic Management & Training Services** and mail this form together with your cheque to: 20-2-4, Blok C, Cheras Business Centre, Jalan 2/101C, Cheras, 56000 Kuala Lumpur.

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Academic Management & Training Services

Present

PERFORMANCE MEASUREMENT USING BALANCED SCORECARD

15 & 16 April 2009, Dorsett Regency Hotel, Kuala Lumpur

Time : 9.00am - 5.00pm

100 %SBL
Claimable
www.hrdnet.com.my

Comprehensive Course Material will be given and Certificate of attendance awarded for those who complete the course

Organizations must measure their performance to achieve strategic goals. Only a small fraction of companies find their performance measurement system effective. Balanced Scorecard is a proven and effective strategic tool that can translate a company's strategy into performance objectives, measures, targets and initiatives, in the process converting intangible assets into concrete values for the organization.

COURSE COVERAGE

1. OPTIMIZE PRODUCTIVITY OF HUMAN CAPITAL THROUGH STRATEGIC IMPLEMENTATION OF BALANCED SCORECARD

- What is Balance scorecard?
- Why Balance scorecard?
- The four perspectives of Balance Scorecard.
- Understanding cause and effect: strategy mapping
- Sample goals using four perspectives-Financial, customer, internal, learning and growth perspective
- Reason behind the technology
- Sample goals using four perspectives- financial, customer, process, learning and growth perspective

2. TRANSLATING STRATEGIES INTO EXECUTION USING BALANCED SCORECARD

- Key principles of balance scorecard
- Translating strategies in the customer perspective
- Translating strategies in the financial perspective
- Translating strategies the internal perspectives
- Translating strategies in the learning and growth perspectives

3. BUILDING STRATEGY MAP

- Mission, vision, values: the precursor to balance scorecard
- Essential elements of strategy
- Strategy as a portfolio of competencies
- Why strategy is important to Balance score card
- Why mission, vision and values are important to balance score card

4. FROM MANAGEMENT TO PERFORMANCE MANAGEMENT

- Performance Management & performance planning
- Performance management model
- Phases in performance management
- Performance planning
- Goal setting in performance planning
- Management by objectives (MBO)

5. KEY PERFORMANCE INDICATORS (KPI)

- Defines Key Performance Indicators (KPI)
- Key performance indicators key to organizational success
- Developing performance objectives and measures – Key Performance Indicators (KPI)
- KPI Benchmarking for continuous improvement

6. SUCCESS FACTORS TO IMPLEMENTING BALANCED SCORECARD

- Success factor one : understand self
- Success factor two : understand the balance score card learning cycle
- Success factor three : know the road map for implementation
- Success factor four : treat Balance scorecard as a project
- Success factor five: use technology as an enabler
- Success factor six: cascade the scorecard

7. LINKING BALANCED SCORECARD TO MOTIVATE AND REWARD EMPLOYEES

- Rewarding performance – Linking Balanced Scorecard to employee compensation
- Components of motivation
- Motivation in performance management
- Model for motivation enhancement
- Motivation and compensation
- Variable pay programs

8. CASE STUDY – SCORECARD STRATEGY IMPLEMENTATION

- How to develop cause-and-effect linkages to ensure the effectiveness of strategy implementation.
- How Balanced Scorecard is cascaded down to organization's budget.
- Understand the challenges in developing an enterprisewide BSC implementation

COURSE OBJECTIVES

- Understand the strategic importance of Balanced Scorecard.
- Appreciate how the four perspectives of Balanced Scorecard are superior over traditional measurement systems.
- Learn how to build strategy map for their organization by defining its mission, values and vision.
- Understand how strategies can be executed in manageable component parts using Balanced Scorecard.
- Learn how to systematically develop performance objectives and measures.
- Learn how to use Key Performance Indicators and benchmarking to facilitate continuous improvement.
- Learn how to develop cause-and-effect linkages to ensure the effectiveness of strategy implementation.
- Understand how Balanced Scorecard is cascaded down to organization's budget.
- Appreciate how to motivate employees by linking compensation scheme to performance through Balanced Scorecard.

METHODOLOGY

Discussions and presentations / Case Study of Malaysian companies / Action-based learning in developing Balanced Scorecard / Explore business best practices

WHO SHOULD ATTEND: Accounting, Information technology and HR Managers and those who are involved in developing and implementing performance measurement system in their companies. Managers responsible for the execution of strategy in their companies.

COURSE DIRECTOR

Wendy Tee has over six years of experience in senior management and academic positions for diversified industrial and business environments. Graduated with a Master of Business Administration (UM), Master of Information Technology (UM), Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Certified Trainer (PSMB), she has undergone intensive academic training in various human development and knowledge improvement. For the past eight years she has been involved in lecturing and training in Financial Accounting, Business Administration and Human Resource and Marketing. Her services are sought after by leading institutions of higher learning locally as well as in the Asean region. She has also provided customized training for staff of a local newspaper.

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Registration Form –email academicmngt@gmail.com Course : Performance Measurement Using Balanced Scorecard

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