

INTERNATIONAL FINANCE AND MANAGEMENT STRATEGY FOR CEO AND SENIOR EXECUTIVES

March to December 2003

1. OBJECTIVES

China's accession into the World Trade Organisation and the rapidly changing business forces have exposed organisations in China to new market dynamics, renewed business opportunities and vast challenges. Pursuing international businesses in today's new economy require world-class professional management with integrated perspectives and international management skills.

With this in mind, the **International Finance and Management Strategy for CEOs and Senior Executives** is created to address the needs of senior executives in China to gain competitive skills in managing businesses in the international context as well as for organisations to stay competitive amidst fierce competition from both international and local players.

This programme provides experienced executives and CEOs with a better understanding and updated knowledge of international strategy, management of people and motivation, international marketing and international finance. Through a variety of learning method such as case studies, group discussions, lectures and a one-week study trip to Singapore, participants gain a deeper understanding of the management strategies from academia and practitioners' perspective as well as its applicability in the international business context.

2. TARGET PARTICIPANTS

- Senior Executives and CEOs conducting business and interested in conducting business in the international market or have dealing with international counter-parties.
- Executives responsible for competitiveness and profitability and new business development, including General Managers, Strategic Planners and Senior Marketing Managers.
- CFOs involved with financing new ventures, mergers and acquisitions.
- For all who wish to increase their knowledge on international business and finance.

3. KEY TAKEAWAYS

- Expand and deepen knowledge on latest international management and practical business practices for conducting business in China and internationally.
- Address key challenges that the Chinese companies will face in the coming years: increasing international competition, developing strategic partnership, fund raising, and increasing changes in organisations.

- Gain deeper insights into management strategy and the dynamics of organisational systems to benefit your organisations.
- Develop a strong network of experienced professionals from different industries and countries.

4. COURSE PROGRAMME

Global Economy And Future Economic Trends in US, Europe and Asia

Businesses today operate in an integrated market and global economic issues affect business decisions and strategies. This course focuses on applications of global economic analysis on the company's business environment and outlines the importance of the larger external economic environment in which business decisions are made. In addition, the course provides an understanding on macro policies and development, deregulation and liberalization, foreign exchange and trade matters and future economic global trends.

International Marketing and Brand Management

Developing effective marketing and branding strategies are vital for companies to stay competitive amidst fierce competition from local and international players after China's entry into WTO. This course offers insights on international marketing strategies and addresses fundamental issues that influence marketing and branding decisions. In addition, the course explores the opportunities and challenges encountered by international marketers relating to the changing political, legal, economic and cultural environment.

International Business Law and Legal Business Environment in China

Legal environment and business laws are important considerations when doing businesses in the international or local scenes. This course examines topics that illustrate the key social, ethical, economic and political considerations that create the legal environment as they affect business operations. The course discusses various legal issues such as contractual relationship, statutes governing the sales and purchase of goods, government regulations when setting up new ventures, means and procedures when resolving business disputes.

Strategies for Chinese Corporations after WTO

Following China's accession into WTO, many companies need to formulate effective business strategies that provide competitive edge in order to meet increasing competition from both international and local players. This course examines strategic planning and the implementation of plans in the context of modern concepts, such as right sizing, core competencies, business process reengineering, joint ventures and divestures.

Global Cultural Management & Effective Negotiation Skill

Cross-border transactions are becoming more common with the globalization of businesses and growing of M&A activities. The course addresses cultural issues faced by companies when dealing with multinationals and international business. Furthermore, the course provides a complete toolkit for companies in successful and effective negotiation with international players in various diverse scenarios given a better understanding of global cultural differences and practices.

Human Capital Management and Motivation

Human capital management is a dynamic system to help organisations cope more quickly and effectively in a constantly changing environment. This course looks closely at various issues of human capital management and motivation at a strategic level as well as the integration of the human resource function into the overall corporate strategy.

Entrepreneurship and Innovation

For decades, the entrepreneurs have played a vital role in the world's economy, and through the visions of these individuals lies great economic growth and opportunity. This course aims to help entrepreneurs and those involved in entrepreneurial environments to transform good ideas into successful businesses. It also covers the entire venture creation process from idea to viable business. Participants will learn what they need to know to make their business ventures successful.

International Financial Management

International financial management is vital as companies grow and become international. This course emphasizes on financial decision-making and the effective utilization of financial resources. Furthermore, it covers assessment of foreign exchange exposure, credit risk management, financial health, working capital management, capital budgeting, financial structure, dividend policy and firm valuation. It also covers risk management techniques and financial derivatives for hedging interest rate and foreign exchange risk.

Change Management and Survival In the Changing World

Organisations in China are facing rapid changes in today's dynamic and volatile business environment. The course aims to provide an understanding of the current dynamics of changes and issues arising from the change process. Additionally, the course provides insights to the implementation and management of change processes in the Chinese organisations in order to transform the corporate's culture and mindset to cope and excel in the ever-changing business environment.

Mergers and Acquisitions, Corporate Restructuring and Reorganisation

With rapidly changing business forces over the past few years, the only way for companies to survive in the long run in the intensely competitive world market is to consolidate through mergers and acquisitions or to restructure and reorganize business operations. This course is designed to provide a framework to create successful alliances, tools for valuation and financing, and processes for restructuring and reorganisation. In addition, the course will discuss issues relating to managing and analysing M&A and restructuring activities.

IPO and Global Fund Raising

As financial market become more integrated, companies now are able to raise funds through various financing routes - public offering, venture capital, management buyouts and leverage buyouts. This course is designed to help participants understand the process and issues of global fund raising, and approaches to company valuation.

International CEO Leadership and building a Fortune 500 Company

In today's competitive international business environment, one key factor to differentiate successful companies from unsuccessful ones is the quality of their leadership. This course addresses the challenges of leadership in the new economy. In addition, the course reviews concepts, experience, skills for leading organisational development and bringing the organisations to greater heights. Participants will be exposed to various organisational structures and useful insights from successful CEOs who transform their business from private limited company to world-renowned enterprises.

5. OTHER INFORMATION

Location: **Shanghai, China**

Language Medium: **Chinese**

This programme is supported by International Enterprise Singapore's SMCPI (Strategic Manpower Conversion Programme for Internationalisation). Participants may obtain support from IES for 50% of the course fees capped at SGD4,000. This scheme is open to all Singaporeans and Permanent Residents who are in the employment of a Singapore based company.

For registration, please refer to:

http://www.inventis.com.cn/edu/edu_2.htm