



CERTIFICATE IN BUSINESS MANAGEMENT



With the current economic environment and the inevitable globalization of business, employees at all levels require formal understanding of business principles and challenges. The MEF Academy Certificate in Business Management is designed to provide practical knowledge and skills for employees to understand the challenging business environment and proactively perform towards business performance and growth. Employees are equipped with crucial business competencies to encourage intrapreneurial skills (improve performance within the company) as well as entrepreneurial skills (self-manage business in preparation for unpredictable economic status).

The program is designed to:

- Formalize the competency standards required for employees involved in managing aspects of the business and employees
- Provide basic qualification and recognition for executives and non- executives to move up the management levels.
- Provide an overview of the Business Management, focusing on key areas of finance, consumer marketing and intra / entrepreneurship which equip participants with skills within as well as out of the company
- Develop knowledge and skills in implementing practical business management and marketing / product / services solutions for sustaining and developing business

WHO SHOULD OBTAIN THIS CERTIFICATION?

Organizations are encouraged to provide formal certification in training competencies for the following categories of staff:

- Supervisors, executives, assistants and non-executive staff seeking formal qualification in the business environment.
- All levels of company personnel currently involved or have future potential in management functions and business activities
- Individuals with or without experience, having an interest in Business Management and seeking to pursue a career in business.
- Individuals facing possible restructuring within the organisation (lay-offs / retrenchment / separation) seeking to equip with self-managed business skills.

ENTRY REQUIREMENTS:

- Qualification : Minimum SRP with or without working experience

COURSE STRUCTURE, OBJECTIVES AND ASSESSMENT:

Participants will attend 46 hours of lectures, over duration of 2 months, with classes conducted mainly after working hours. The program structure comprises five (5) integrated modules:-

	MODULES	OBJECTIVES	HOURS	DATES & TIMES
1.	PRINCIPLES OF MANAGEMENT	Introduction to Management Business Strategy Organisational Structures Operational Planning Macro Business Issues	8 hours	April 2009
2.	BASIC FINANCE & ACCOUNTING	Introduction to Accounts & Finance Accounting Standards Principles of Accounting & Auditing Rules of Book Keeping Basic Accounting Concepts Understanding of Financial Statements	10 hours	April 2009
3.	MARKETING & BUSINESS	Introduction to Marketing Consumer/Customer Behavior and Mapping Business Competition & Markets Services / Products Pricing Concepts Marketing Promotions	8 hours	April 2009 May 2009
4.	BUSINESS LAW	Introduction on Business Laws Basics on Company Law Basics on Contract Law Industrial Relations / Employment law	8 hours	May 2009
5.	INTRA & ENTRE - PRENEURSHIP	Introduction to Entrepreneurship Developing Intra-preneurial skills Entrepreneurial Viability Assessment Presenting the Intra/Entre Business Plan	8 hours	May 2009
	ASSESSMENTS	➤ Examination (40%)	4 hours	June 2009 (4 hrs)
	TOTAL HOURS	OVER DURATION OF 2 MONTHS	46 hours	

The course is highly participative and practical in nature. A range of learning methods will be used which are designed to combine sufficient theory and practice. Assessments will be continuous for the duration of the program through a combination of:-

- Learning activities structured into the content
- Specific organization-based research assignments
- Formal examinations
- Comprehensive project papers

All modules, learning activities, research assignments, examinations and project papers are designed to ground input material whilst drawing relevance to participant's organization and work functions. This ensures maximum transfer of learning to the workplace.

ASSESSED COMPETENCIES

<p>Research & Project Paper Assignments Participants are required to submit an assignment (2,500 words/ 10 pages) on:</p> <ul style="list-style-type: none"> ➤ Module 3 (30%) ➤ Module 5 (30%) 	<p>60% of competency assessment 30% for each assignment</p>
<p>Examination Participants are required to prepare & sit for a comprehensive examination on all 5 modules to display level of understanding on each module</p>	<p>40% of competency assessment</p>

CERTIFICATION

Certificate in Business Management will be awarded by the MEF Academy upon completion of all program requirements.

COURSE FEES

RM2,600 per participant, with RM400 discount for MEF members / individuals working with MEF member companies.

VENUE : MEF Training Centre,
 3A06 -3A07, Block A,
 Pusat Dagangan Phileo Damansara II
 No. 15, Jalan 16/11, Off Jalan Damansara,
 46350 Petaling Jaya,
 Selangor Darul Ehsan,
 Malaysia.

REGISTRATION PERIOD : Jan – March 2009

DATE OF COMMENCEMENT : April 2009

PROGRAM SCHEDULE: 6PM – 8PM (WEEKDAYS, TUESDAY & THURSDAY)
9AM – 1PM (WEEKENDS - SUNDAY)