

Aventis Executive Education Series

Empowering Your Career





Aventis Learning Group works with organisations and individuals to understand their learning needs and create a world-class learning journey for our clients.

The Aventis Education Series addresses the learning needs of professionals and provides a platform for like-minded and talented senior executives across Asia to partake in collaborative learning. Facilitated by reputable industry experts and partnered with the prestigious University of Roehampton (London), our courses nurture business leaders, provide an excellent opportunity for students to enhance their professional skills and grow their network.

GET READY TO LEARN, TRANSFORM, AND BE EMPOWERED AS A GLOBAL LEADER





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Strategy & Leadership

Create winning strategies to drive business performance

Our Certificate programmes equips executives with practical knowledge, new skills and tools to turn strategic ideas into actions. You will learn to identify the important elements of winning strategies.



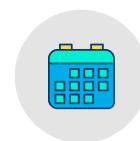
EXECUTIVE CERTIFICATE IN BUSINESS RESEARCH METHODS

Business Research Methods provides students with the theoretical and practical preparation for business research. This course will enable participants to gain a deep understanding of the nature and the roles of qualitative market research, and thereby acquire the knowledge and skills to meet their organisation's qualitative research needs.

INTRODUCTION

This course will equip you with the knowledge and critical techniques in order to conduct research in business and management. We will address the different kinds of research, especially scholarly, academic output and applied consultancy output, whilst the module's practical emphasis is upon facilitating research methods for empirical research.

You will learn about the different approaches that can be taken to undertake research and how research methods are underpinned by different factors that impact upon research design, the quality of empirical fieldwork and the final research's dissemination, and explore different approaches to using academic literature. They will explore the implications of research design on constructing research tools and planning data analysis or consultancy intervention. We will also outline the importance of research ethics for any human interaction involved in your research.



COURSE DATE

31 Oct 1, 7, 8 Nov 2020



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Business,
Special Topics

Who Should Attend?

Anyone who is interested in exploring and/or reaping the benefits of using qualitative research.

KEY TAKEAWAYS

Students will learn to do the following:

- Deepen understanding of different research approaches and methodologies
- Gain a comprehensive overview of what is needed to carry-out successful and effective research
- Gain a deep understanding of the nature and the roles of qualitative market research, and thereby acquire the knowledge and skills to meet their organisation's qualitative research needs and defend their research thesis.
- Learn to formulate research problems, apply appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results.
- Receive guidance on how to conduct their own research projects in their business discipline.



COURSE INSTRUCTOR: DR SAMUEL LEE *MBA Programme Director*

Dr Samuel Lee is the founder of Global Education Academy that focuses on empowering organizations across Asia to identify and acquire critical skill sets preparing them for Digital Transformation 4.0. With over 20 years of consultancy experience to date, Dr Samuel Lee has helped and consulted over 500 organizations across Asia in Digital Transformation Strategies, Digital Skills Training, Digital Transformation Blueprinting and Roadmap, Technology Implementation and Workplace Learning and Support. He also serves as the lead consultant for Enterprise Training and Implementation for Digital Skills Accelerator under the WSQ Digital Transformation Framework.

Dr Samuel Lee is also an adjunct faculty teaching in various Universities, as the Principal Consultant and Senior Lecturer, Dr Lee has taught various modules, such as Management, Marketing Human Resources, Organisational Behaviour and Management Research Methods.



COURSE OUTLINE

1. Introduction to Business Research

2. Different Types of Research

3. What is a Literature Review

4. Qualitative Data Collection

5. Introduction to Software for Research Analysis

6. Qualitative Research Design & Data Analysis

7. Business consultants research and Action Research/ Research Dissemination

8. Quantitative Research Design

9. Quantitative Data Collection & Analysis

EXECUTIVE CERTIFICATE IN LEADERSHIP & CHANGE MANAGEMENT

INTRODUCTION

In today's dynamic environment, leading successful change is a critical necessity, yet, up to 70% of change initiatives fail. In order to thrive, successful organization must develop its capability to adapt to the change. Change can be driven by a number of different forces, including customers, markets and technology. Yet research shows that most change initiatives fail to accomplish their intended outcomes and may even limit the potential of an organization and its people. The consequences of not managing change effectively can be devastatingly long lasting, so its important that managers ensure they have the skills, knowledge and credibility within their organizations to be champions of change. Managers have a clear role and responsibility to ensure like employee voice, individual and cultural differences as well as skills development are appropriately and effectively addressed as part of change management.



COURSE DATE

20, 21, 27, 28 Feb 2021



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Organization Alignment;
People Management,
Leadership Coaching &
Strategy

Who Should Attend?

Individuals who have a working knowledge of key principles behind change management, know the terminology used and some of the theory behind the practice, including:

- Change managers and aspiring change managers
- Key staff involved in the design, development and delivery of change programmes
- Change leaders (e.g. Sponsors)
- Change agents (e.g. Business Change Managers)
- Change implementers (e.g. programme and project managers)
- Change support (e.g. PMO) and operational line management

It will also benefit senior officers and executives in the position of leading strategic change initiatives in their organisations.

KEY TAKEAWAYS

- Create the foundation for change: Learn how the change process can help to identify opportunities for change and innovation.
- Applying adaptive leadership and distributing leadership by engaging and empowering others
- Learn how to create a conducive environment to taking risks and changes
- Create Roadmap and detailed action plan to drive organizational changes.
- Enhance your leadership capability and skills to initiate and execute change.



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MBA Programme Director

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Dr Samuel Lee is also an adjunct faculty teaching in various Universities, as the Principal Consultant and Senior Lecturer, Dr Lee has taught various modules, such as Management, Marketing Human Resources, Organisational Behaviour and Management Research Methods.



COURSE OUTLINE

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1. Organisations and their Changing Global Environments
 2. Organisational Culture & Management of Change
 3. Power and Politics in Organisations
 4. Organisational Development
 5. Employee Engagement and Voice
 6. Organisational Change and Individual sense-making processes
 7. Approaches and theories of leadership
 8. Leading people through Change
 9. Leadership, Culture and Diversity

EXECUTIVE CERTIFICATE IN MANAGING ACROSS BORDERS

INTRODUCTION

The skills set and demand of managing in an international operating environment have changed drastically over the past decade. This course aims to extend and deepen your knowledge of managing and leading people to overcome the challenges of working in a global environment. You will learn to prepare for working within a global organisation setting where they are required to work with people from different cultures and across borders. Through a critical awareness of how key people are resourced and of cross-cultural management techniques, students will develop an appreciation for the potential challenges of managing across borders and become familiar with evidence-based strategies which can add value to organisations.



COURSE DATE

20, 21, 27, 28 Mar 2021



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)

Who Should Attend?

- Regional executives based at headquarters but who manage international activities.
- Managers who have been tasked with cross-border mergers and acquisitions.
- Business Development or Sales & Marketing personnel who need to negotiate deals and close sales in other countries.
- Personnel about to be posted abroad or are currently posted abroad.
- Leaders who must manage the collaboration of project teams in multiple locations

KEY TAKEAWAYS

- Learn key concepts of leading across global organisations
- Develop skills to manage non-local teams
- Improve your ability to negotiate and motivate internationally
- Understand cultural influences to make decisions and develop strategies for working successfully with colleagues across the world.



COURSE LEADER: DR CHRISTOPHER FONG

***Organizational Psychologist, Doctor of Professional Studies
(University of Southern Queensland, Australia)***

Chris has a distinguished career in strategic leadership and coaching that spans over 2 decades. He was appointed National Fellow to the Singapore Ministry of Social and Family and has advised the total capability framework of the social service professionals to include mentoring sector leaders and those in the leadership pipeline. In addition, he was the Principal Researcher for the nationwide study on fathers at the workplace. His findings have impacted government and business organisations to review their current pro-family and work-life friendly policies. He has also trained sector leaders in multicultural issues in cross-cultural marriages and clinical case formulations from a multicultural perspective.

As a strong advocate for practice-based research, Chris contributes actively by speaking at international conferences and is a thought leader on multicultural and diversity issues and its impact across organisational matrix and businesses. His evidence-based framework that measures culture has since been published and taught across various universities. As an international award-winning orchestra conductor turned psychologist, Chris brings a wealth of knowledge and experience from the concert hall to the corporate boardroom.



COURSE OUTLINE

1. Introduction to International HRM and Cross-Cultural Management in the context of managing across borders
 2. Understanding National Culture
 3. Culture and Organisational Life
 4. Strategy and Structure of Multinational Organisations
 5. Developing the Cross-Cultural Manager
 6. Developing global managers and teams
 7. Leading and motivating
 8. Resourcing across Borders
 9. Managing expatriates and expatriation
- 

EXECUTIVE CERTIFICATE IN PROJECT MANAGEMENT

At the end of the course, students should understand the key elements of construction project management and acquire the skills and knowledge to plan and control multiple key elements and manage projects professionally to complete and deliver projects on time and within budget.

INTRODUCTION

All work gets done through team and projects. No matter what industry you're in – and whether your title is “project manager” – it is likely that you are required to manage or be involved in project-based work. Project Management has evolved and so must you. Recognising the importance of both Project Management tools and techniques as well as human and organisational factors in achieving project success, the course enables you to learn the ‘hard’ science essential for project managers today, but with the crucial emphasis on the soft skills involved in managing people and change in order to help achieve delivery of successful projects.

Through extensive case study analysis, and with insight from current research, you will evaluate the role of the project manager in today's workplace and critically review the rise of the project-centric organisation in a global context. You will also discuss and relate theory to practical reality in the light of the current research and understand the new best practice in project management and how it impacts organisations seeking to run effective projects, both locally and across international borders.



COURSE DATE

20, 21, 27, 28 Mar 2021



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Special Topics, Human Capital Management & Psychology

Who Should Attend?

- Project Managers, Team Managers, Engineers, Architects and Consultants who are involved in project planning and management should attend this course.
- Managers and senior executives involved in project works or special projects.

KEY TAKEAWAYS

- Demonstrate a critical understanding of the skills and competencies needed by project managers
- Selectively apply the relevant tools and techniques available to address challenges and solve problems involved in managing complex international projects, in line with their organisations' strategic direction.
- Develop reliable plans to track, assess and achieve the desired project outcome
- Create, enhance and critique project planning documentation
- Apply soft skills in a team leadership context, recognise areas for improvement and initiate relevant and progressive changes in their organisation's practices.



COURSE INSTRUCTOR: DR ADRIAN TAN *Director of Enterprise Capability Development*

Dr Adrian Tan is the Director of Enterprise Capability Development and has over 10 years of consultancy and training experience. His expertise includes project management, Leading Organisational Change, Organisational Behaviour and Design, Business Information Systems. Business. Prior to consultancy and lecturing, he had built an illustrious management career as a Manager for Improvement and Innovation for Alexandra Hospital, and Head of Quality and Continuous Improvement at Singapore Aero Engine Services.

Dr Tan holds a PhD (University of Canberra, Australia), Master of Science in Industrial and Systems Engineering (National University of Singapore)



COURSE OUTLINE

1. Introduction

2. Leading, Communicating
and Project Teams

3. Organising International
Projects

4. Project Management
Methodologies

5. Planning- Time Cost and
Quality

6. Managing Risk and
Uncertainty

7. Controlling and Evaluating

8. Closing a Project

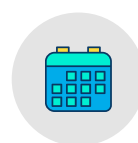
9. Understanding the Profession
of a Project Manager

10. Class discussion and
reflection

EXECUTIVE CERTIFICATE IN GLOBAL STRATEGIC MANAGEMENT

INTRODUCTION

Good strategy management is a key skill for business leaders and involves not only identifying and developing the right business strategies in complex and changing environments, but also successfully implementing these strategies. This course will explore the factors that drive strategic success and failure, and how to harness them for personal and career success. You will learn how to apply the essential concepts and tools of strategy that are used by managers in multinational firms and global organisations. In a rapidly changing global business environment dynamic strategic contexts analysis, data-driven decision-making and systematic business development are crucial for companies and professionals to succeed. It will also provide you with essential frameworks suited to guide them as future managers when analysing the main factors relevant to the strategy-making process, and with reference to real world case studies and leading corporations' insight. Finally, you will learn about the importance of non-market aspects in strategic management that impinge on organisational success.



COURSE DATE

17, 18, 24, 25 Apr 2021



TIME

9am - 5pm



COURSE FEE

\$2,500
(Before GST inclusion)

Who Should Attend?

- Senior Executives, business owners, heads of strategy or executives from mid-to-upper-level management, who have a profit and loss responsibility for a geographical area and seek to improve their business performance.
- General managers who head business units, e.g. country managers, or product or division heads
- Executives with accountability for outcome and direct control of significant resources (budgets and groups of people), e.g. managers of significant departments or project team leader

KEY TAKEAWAYS

- Learn a systematic knowledge of the concepts, tools and models used in strategic management.
- critically evaluate tools of contextual analysis and strategy development, understand the management of resources and operations, corporate levels of strategy, as well as implementation focused on organisational structure and culture.
- learn about non-market aspects of strategic management, with a focus on corporate social responsibility and its links to value chains and innovation in a global context.
- Understand the principles of successful strategic thinking and action to identify strategic moves by competitors



COURSE INSTRUCTOR: MR PARAM ALAHAKONE

Mr Param had been in the education and consultancy industry for more than 25 years. He held positions ranging from trainer, head of academic affairs, academic director to adjunct lecturer. He has extensive lecturing and course development experience with specialties in Strategic Management, Human Resource and Strategic Marketing Management. He is currently an adjunct lecturer with National Technological University, RMIT, Murdoch University and University College Dublin and supervise students at Masters level for dissertations.



COURSE OUTLINE

1. Introduction to Global Strategic Management

2. Business and Society-
Corporate Social
Responsibility Strategies

3. Internationalisation and
Competitive Advantage

4. Global Business Environment

5. CSR Strategy, Innovation and
Organisational Performance

6. Value Chains and Innovative
Capability

7. CSR, Sustainability & Strategy

8. Strategy and CSR

EXECUTIVE CERTIFICATE IN SUSTAINABLE BUSINESS STRATEGY

INTRODUCTION

Sustainability is a business approach to creating long-term value by taking into consideration how a given organization operates in the ecological, social and economic environment. Sustainable Business Strategy illustrates how businesses can thrive and grow while simultaneously solving some of the world's biggest challenges—and how you, as an individual, can make a difference.

This program explores concepts and methods used in strategic decision making and provides students with the necessary tools and skills to successfully undertake strategic management in organisations operating in a corporate level context. We examine the changing environment for businesses and students will be guided to develop different and contemporary approaches to assess strategic capabilities. Students will ultimately develop and improve their ability to contribute to strategic development of various organisations (SMEs, International and Global businesses).



COURSE DATE

17, 18, 24, 25 Apr 2021



TIME

9am - 5pm



COURSE FEE

\$\$2,500
(Before GST inclusion)



CATEGORY

Business,
Strategy,
Transformation

Who Should Attend?

- Purpose-Driven Professionals
- Leaders and Entrepreneurs
- Leaders from Non-profit Organisations

KEY TAKEAWAYS

Students will learn to do the following:

- Understand and analyse the business models that drive change.
- Explore why collective effort matter and how businesses can be a catalyst for system-level change in the face of significant global issues, such as climate change and income inequality.
- Critically evaluate organizations' capabilities and suggest and evaluate strategic options enabling organizations to gain and sustain competitive advantage.
- Demonstrate an understanding of strategic analysis and decision making in the context of changing industry and market structures and the business environment in which organizations function,
- Develop several cognitive skills including ability to research incomplete quantitative and qualitative data, demonstrate critical thinking and creativity in problem solving while recognizing ethical dilemmas and sustainability.
- Determine what you can do in your career to become a purpose-driven leader.



COURSE INSTRUCTOR: MR JASON HO
(MBA Imperial College, UK)

Mr Jason is the Founder of The Guild of Storytellers, an award-winning bespoke jewellery firm with establishment across Singapore, London and Belgium. Jason has extensive experience lecturing and serving as Career Advisor (Entrepreneurship) to Oxbridge (Oxford and Cambridge) matriculated students, mentored postgraduates from Imperial College (another alma mater), UCL, LSE and King's College (England), and being part of the CN Yang Scholars and University Scholars Programme team at NTU (Singapore) as an adjunct. His areas of expertise are in Strategic Management, Leadership, Marketing, Sustainable Business Strategy and Entrepreneurship.



COURSE OUTLINE

1. Introduction

2. Competition and Generic Strategy

3. Resources (Financial, Human and Physical)

4. Internal Analysis and Dynamic Capabilities

5. Business Level Strategy II

6. Strategic Directions

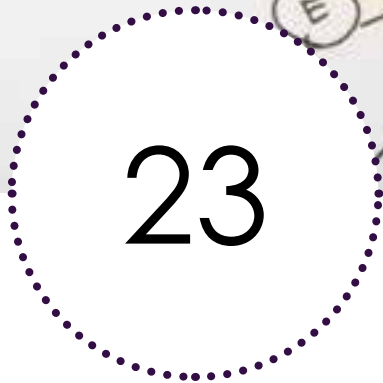
7. Strategic Methods

8. Corporate Strategy III

9. Strategy Evaluation

10. Organizational Purpose I

11. Reflection



Marketing

This program is geared towards students that are interested in gaining marketing skills with a strategic perspective. The courses will help you learn how to provide your companies with a competitive advantage and better understand today's customers.



EXECUTIVE CERTIFICATE IN GLOBAL BRAND MANAGEMENT

INTRODUCTION

Why does a customer choose one brand over another? Today's hyperconnected world requires brands to be authentic, engaging and more interactive. Impactful brands make a difference. Effective brand management improve brand recognition, brand loyalty, boost revenue and achieving long-term business goals. This course examines the theory and practice of global brand management. It develops students' critical understanding of the nature and meaning of brands, as well as the different perspectives in brand management. The module will also provide you with the fundamental tools to build and manage a brand successful. We will discuss the different types of decisions involved in managing brands, and key challenges and opportunities facing businesses today in a globalised, technology-intensive society. To excel, the course draws from real-world brands, discusses exemplar case studies from a range of countries and industries.



COURSE DATE

10, 11, 17, 18 Oct 2020



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Digital Marketing & Transformation,
Special Topics,
Leadership Coaching & Strategy

Who Should Attend?

- Business Owners, Entrepreneurs, Marketers
- Professionals and managers with marketing and branding responsibilities or strategic communications functions.
- business leaders who lead the marketing function, or general managers whom marketing leaders report to.

KEY TAKEAWAYS

- Learn how to craft a winning Brand that stands out from the competition with impactful insights and industry-leading strategies.
- Step by Step guide you to create a powerful Brand that will out-perform your competition.
- An in-depth knowledge of global brand management and its role in creating value for stakeholders.
- Gain insights into the role of branding in contemporary global society, and also develop a critical understanding of the brand management process within complex multinational organisations.
- The tools to analytically and creatively about the strategies involved in global brand management.
- How to build Brand Equity by Leveraging on Secondary Brand Association
- Learn to assess the sources of the equity of a brand, suggest ways to improve and leverage such equity, and identify opportunities for brand development and growth.



COURSE INSTRUCTOR: MR PARAM ALAHAKONE

Mr Param had been in the marketing consultancy industry for more than 25 years. He held positions ranging from trainer, head of academic affairs, academic director to adjunct lecturer. He has extensive lecturing and course development experience with specialties in Strategic Management, Human Resource and Strategic Marketing Management. He is currently an adjunct lecturer with National Technological University, RMIT, Murdoch University and University College Dublin and supervise students at master's level for dissertations.



COURSE OUTLINE

1. Presentation of module and Introduction to Brands and Global Brand Management

Brand Personality and Consumer-Brand Relationships

2. Brand Equity

Brand Experience

3. Managing Brands over Geographic Boundaries

Global Brand Strategy and Corporate Branding

4. Brand Identity and Brand Positioning

New Products and Brand Extensions

5. Brand Marketing Campaigns

EXECUTIVE CERTIFICATE IN STRATEGIC MARKETING

INTRODUCTION

Marketing is globalised; marketing is digitised. Strategic Marketing is an essential tool that gives businesses a competitive edge. It determines specific objectives and drives marketing efforts to reach business goals in any given market situation. This course aims to equip you with an in-depth, critical understanding of how international companies design and implement marketing strategies to create customer value and competitive advantage in the context of increasingly sophisticated and demanding consumers, the digital revolution and globalisation. There will be a focus on product innovation and services marketing. This is an enabling module that through a combination of lectures, seminar activities, group work and group discussions will encourage you to apply key marketing concepts and techniques including market orientation, segmentation, targeting and positioning and the marketing mix to real-life situations of international companies operating in the global arena and to put forward and test your own individual, innovative, strategic marketing solutions.



COURSE DATE

12,13,19,20 Dec 2020



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Business,
Digital Marketing
& Transformation,
Strategy,
Special Topics

Who Should Attend?

- Business Leaders, Marketing Professionals or any professionals or entrepreneurs who want to successfully market their businesses, products, or services.
- Business development managers
- For executives with, or about to take up, marketing responsibilities; executives outside the marketing discipline, but whose role interacts with this function.

KEY TAKEAWAYS

- Learn about strategic marketing 4.0 and its role in driving organisation's strategic goals.
- Be equipped with a detailed understanding of the challenges of modern marketing and develop expert level knowledge as thought leaders
- Learn how to build a marketing plan based on customer insight and competitor analysis, including segmentation, targeting and positioning.



COURSE INSTRUCTOR: MR JASON HO
Marketing Strategist, (MBA Imperial College, UK)

Mr Jason is the Founder of The Guild of Storytellers, an award-winning bespoke jewellery firm with establishment across Singapore, London and Belgium. Jason has extensive experience lecturing and serving as Career Advisor (Entrepreneurship) to Oxbridge (Oxford and Cambridge) matriculated students, mentored postgraduates from Imperial College (another alma mater), UCL, LSE and King's College (England), and being part of the CN Yang Scholars and University Scholars Programme team at NTU (Singapore) as an adjunct. His areas of expertise are in Strategic Management, Leadership, Marketing, Sustainable Business Strategy and Entrepreneurship.



COURSE OUTLINE

1. Introduction to Strategic Marketing
2. Strategic Marketing Planning
3. Identifying the Customer: Segmentation, Targeting and Positioning
4. Implementing Marketing Strategies and the Marketing Mix
5. Managing Marketing Channels and Pricing
6. Channel Management
7. Managing Marketing Communications
8. Digital and Social Media Marketing
9. Services Marketing and Service Dominant Logic and Internal Marketing
10. Global Marketing Strategies

EXECUTIVE CERTIFICATE IN E-MARKETING

INTRODUCTION

Is your marketing keeping up with digital-centric consumer behaviours? The proliferation of new technologies such as mobile, cloud computing, and artificial intelligence (AI) have transformed customer behaviour and disrupted marketplaces — both for B2B and B2C markets. As a result, our marketing practices must also evolve. E-Marketing will continue to develop and be one of the most critical and rapidly developing elements of Marketing. This course enables you to critically evaluate the purpose and design of e-marketing strategies and develop skills which will enable you to create and contribute to digital implantation and pilot projects in your marketing careers. You would continuously observe the impact of e-marketing on the traditional marketing mix and consider how the principles can be applied in a rapidly changing external environment.



COURSE DATE

20, 21, 27, 28 Mar 2021



TIME

9am - 5pm



COURSE FEE

\$S\$2,500
(Before GST inclusion)

Who Should Attend?

- Business managers and leaders who are responsible for driving innovation and growth, as well as seasoned marketing practitioners
- Entrepreneurs and aspiring entrepreneurs who need to implement a digital marketing strategy for their businesses.
- Managers/Leaders of strategic communication functions in an organization.
- Sales & Marketing Professionals, Executives & Senior Managers who wish to develop a strategic understanding of digital marketing.

KEY TAKEAWAYS

- Develop a critical awareness of the key concepts of e-Marketing
- Gain an integrative approach towards digital marketing to enables the planning, integration and measurement of e-marketing effectiveness
- Understanding Strategy, Platform and tools
- Equip yourself with the right skills to grow and excel in the digital economy
- Apply this knowledge to break down complex scenarios
- Develop skills & credentials to contribute to creating cutting edge marketing strategies that drives business objectives.



COURSE INSTRUCTOR: MR JASON HO
Marketing Strategist, (MBA Imperial College, UK)

Mr Jason is the Founder of The Guild of Storytellers, an award-winning bespoke jewellery firm with establishment across Singapore, London and Belgium. Jason has extensive experience lecturing and serving as Career Advisor (Entrepreneurship) to Oxbridge (Oxford and Cambridge) matriculated students, mentored postgraduates from Imperial College (another alma mater), UCL, LSE and King's College (England), and being part of the CN Yang Scholars and University Scholars Programme team at NTU (Singapore) as an adjunct. His areas of expertise are in Strategic Management, Leadership, Marketing, Sustainable Business Strategy and Entrepreneurship.



COURSE OUTLINE

1. Introduction to E-Marketing

The Impact of Digital Media on the Marketing Mix: The extended 7 Ps

2. The E-Marketing Landscape

E-Service Quality and Online Reputation Management on Social Media

3. Digital and Social Media Marketing Models

Digital Analytics and Metrics

4. Digital in Action: Viral Marketing

E-Loyalty- Relationship Marketing using Digital Platforms

5. Digital Marketing Strategies

Class discussion and reflection



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Finance & Investment

These courses provide participants with the necessary tools and knowledge to understand the financial consequences of business decisions.

Participants will leave their courses with the ability to integrate financial approaches into the business decision-making. In doing so, they will contribute to ensuring a sound basis for all their organisation's strategic plans and decisions. Their increased skills in the ability to communicate with those in finance and accounting position can better ensure that the organisation's functions are better integrated and thereby boosting the firm's overall value.



EXECUTIVE CERTIFICATE IN INTERNATIONAL CORPORATE FINANCE

INTRODUCTION

In today's rapidly changing turbulent business environment, corporate financial decision such as Strategic Investments, Mergers and Acquisitions, international Financing, Financial Risk Management and business Valuation are extremely complex and challenging. To succeed and take your knowledge of corporate finance to the next level, finance professionals need a solid understanding of these international complexities.

This international corporate finance course will explore solutions for your 21st century finance challenges including business partnering, risk governance and financial leveraging. It will introduce the structure and components of an organisation's financial capital. You will apply appropriate tools and techniques to financial data, such as gearing and liquidity ratio analysis and interpret financial statements and stock market indices to evaluate capital structure, working capital and the cost of capital. It will also explore key concepts and framework used in strategic decision making and provides students with the necessary tools and skills to successfully undertake strategic management in organisations operating in a domestic and international context. Through dynamic learning and assessment strategy, you will develop your understanding of the role played by international capital markets in the sourcing of finance by multinational companies.



COURSE DATE

10, 11, 17, 18 Oct 2020



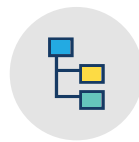
TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Business,
Finance & Legal

Who Should Attend?

- CFOs, CXOs board members, financial controllers, Finance Managers
- Consultants and investment bankers and other senior executives who want to deepen their knowledge of corporate finance

KEY TAKEAWAYS

- Gain confidence and skills in your financial decisions knowing you have covered all the perspectives of international corporate finance.
- Increased Shareholder values with more informed and precise corporate financial decision
- Enhance your professional credential and delivers more value to your organization by applying the latest international financial tools
- Minimise the effects of market volatility on your portfolio through effective risk management to achieve greater returns.
- Deepen your knowledge of global financial market and improve your finance capabilities and valuation skills
- Enhance your professional skills set. Make better investment, financing and pay-out decisions in an international context
- Examine the broader environmental, political, and social landscape in which you operate, including the role of government, investors, and customers.
- Ensure effective performance evaluation using appropriate measurements and benchmarking.
- Determine what you can do in your career to become a performance-driven leader.



COURSE INSTRUCTOR: KEVIN HO

***Managing Director & Chief Investment Officer at
Capital Asia Investments***

Kevin has over 22 years in wealth and asset management. He is currently Managing Director & Chief Investment Officer at Capital Asia Investments. A former Head of Asian Sovereign Wealth at ABN AMRO Asset Management and SVP of Wealth Management Advisory at HSBC, Kevin was also currency desk head at Citibank and a Floor Trader in the Nikkei 225 Futures pit in SIMEX (SGC-DT). Kevin has facilitated financial training for about 18 years, in subjects such as portfolio management, trading strategies, advisory sales, asset liability matching and wealth management. Kevin holds a Master of Science in Finance from the City University of New York and is actively involved as Board Member of several large non-profit organisations in Singapore in the Finance, Technology & Training space.



COURSE OUTLINE

1. Introduction

2. Key Structure and components of financial capital

3. Deciphering macroeconomic policy: International Corporate equity and debt

4. Gearing and liquidity ratio analysis

5. Corporate Finance Strategy

6. Evaluate capital structure, working capital and the cost of capital

7. Understanding investment portfolio theory, investor behaviour

8. Financial risk management in evaluating global financial transactions.

9. International capital markets & other source of finance

10. Strategy Execution

11. Reflection



EXECUTIVE CERTIFICATE IN FINANCIAL PERFORMANCE MANAGEMENT

Students will explore the use of accounting, budgetary and other information systems in managerial planning, decision-making and control. They will learn to manipulate financial and non-financial data to analyse organizational performance and gain an understanding of the financial consequences of strategic decisions.

INTRODUCTION

This course provides students with a critical understanding of the sources and uses of finance for organisations operating in a domestic or international context and focuses on the management of financial and other resources to optimise organisational performance.

You will explore the use of accounting, budgetary and other information systems in managerial planning, decision-making and control. You will learn to apply appropriate analytical tools and techniques, to make informed decisions. Through the lectures, relevant reading and activities, you will be introduced to the theory and practice of performance management and control. The role of budgets and budgetary control are critically



COURSE DATE

9, 10, 16, 17 Jan 2021



TIME

9am - 5pm



COURSE FEE

S\$2,500
(Before GST inclusion)



CATEGORY

Finance,
Legal & Compliance

Who Should Attend?

- General Managers or Chief Executive Officers of Divisional, Regional and Business Unit Levels
- Corporate Officers and Executives in Financial Service Organisations.

evaluated and alternatives beyond budgeting are explored to ensure the organisation's strategic goals are achieved. Through the learning and assessment strategy, students will learn to incorporate the thinking behind integrated reporting, which acknowledges non-financial forms of capital such as human, intellectual, social and natural capital, as well as financial capital into your construction of a balanced scorecard.

Who Should Attend?

- Finance & Accounting Professionals who wish to back their professional exposure with theoretical/academic understanding.
- Students are expected to have prior basic knowledge in accountancy & finance

KEY TAKEAWAYS

- Enhance your financial acumen and demonstrate an understanding of the sources, uses and management of finance, and use accounting and other information for a range of managerial applications, including performance measurement scorecards.
- Apply value-driven approach towards business decisions and driving sustainable competitive advantage
- Manipulate financial and non-financial data to analyse organizational performance, including cost-volume-profit analysis, budget variance analysis and balanced scorecards
- Understand the impact of management choices on company financials to ensure successful strategy execution plan for superior financial performance
- Enhance their problem solving and decision-making skills and understand the financial consequences of strategic decisions.



COURSE INSTRUCTOR: PROFESSOR MALICK SY *Corporate Consultancy and Risk Management Strategist*

Prof. Malick Sy has more than 25 years of experience in financial consulting and advisory to many financial institutions in Europe, Asia and Australia. He is a professor in Financial Management at Royal Melbourne Institute of Technology (RMIT) University-Australia, a visiting Professor at the City University of New York (USA) and adjunct professor of Arcadia University, Pennsylvania (USA). He is also the Managing Director and Principal Consultant of IBC Holdings Pte Ltd, a financial consulting firm with offices located in South East Asia. He has been a Director of Risk Management at the Kuala Lumpur Stock Exchange and a member of the Singapore Exchange Corporate Advisory Committee (SGX-DT) previously.



COURSE OUTLINE

1. Introduction to Financial Analysis

2. Cost-Volume-Profit (CVP) Analysis

3. Full Costing and Activity-based Costing

4. Budgeting

5. Ratio Analysis: An Application

6. Performance Measurement-
Balanced Scorecard

7. A Practical Approach to
Balanced Scorecard Analysis

8. Capital Investment Decisions

9. Variance Analysis

10. The Evolution of Corporate
Reporting: Integrated
Reporting

EXECUTIVE CERTIFICATE IN STRATEGIC INVESTMENT APPRAISAL

INTRODUCTION

In today's rapidly changing business environment, strategic investment decisions pertaining to mergers and acquisitions, corporate takeovers, organisational restructuring, international Financing, Financial Risk Management and business Valuation are extremely complex and challenging. To succeed and take your knowledge of corporate finance to the next level, finance professionals need a solid understanding of these international complexities.

This module focuses on how financial and other resources are effectively allocated to business units, projects and key activities in international and domestic organisations. This covers the second of three main elements of the global financial management programme, namely the sources, uses and management of finance to optimise organisational performance. You will apply international capital investment and risk appraisal techniques to strategic options and scenarios and develop your knowledge of the theory and practice of strategic investment decision-making in a global context. Through lectures, relevant reading and activities you will be introduced to the principles of integrated thinking, so that you may recognise and appraise not just the financial capital, but the human, intellectual, social and environmental capitals. You will also develop your data manipulation skills and apply them to the analysis of strategic options, including discounted cash flows.



COURSE DATE

20, 21, 27, 28 Mar 2021



TIME

9am - 5pm



COURSE FEE

\$2,500
(Before GST inclusion)



CATEGORY

Special Topics,
Finance,
Legal & Compliance

Who Should Attend?

- CFOs, CXOs board members, financial controllers, Finance Managers
- Investment and Project Financing Professionals
- Consultants and investment bankers and other senior executives who want to deepen their knowledge of corporate finance

KEY TAKEAWAYS

- Gain confidence and skills in your financial decisions knowing you have covered all the perspectives of strategic investment appraisal.
- Optimized Your Investment strategy by gaining a strategic view of different asset classes to maximise the performance of your portfolio.
- Examine the broader environmental, political, and social landscape in which you operate, including the role of the different stakeholders including government, investors, and customers.
- Make better decisions by acquiring a deeper understanding of the investment process and explore the latest techniques with real-world case studies.
- Explore alternative asset classes to increased Shareholder values with more informed and precise corporate financial decision
- Enhance your professional credential and delivers more value to your organization by applying the latest investment strategy
- Deepen your understanding of investment management with cutting-edge insights
- Deepen your knowledge of global financial market and improve your finance capabilities and valuation skills
- Develop your ability to innovate, think strategically, and gain a competitive advantage for your organization.



COURSE INSTRUCTOR: PROFESSOR MALICK SY *Corporate Consultancy and Risk Management Strategist*

Prof. Malick Sy has more than 25 years of experience in financial consulting and advisory to many financial institutions in Europe, Asia and Australia. He is a professor in Financial Management at Royal Melbourne Institute of Technology (RMIT) University-Australia, a visiting Professor at the City University of New York (USA) and adjunct professor of Arcadia University, Pennsylvania (USA). He is also the Managing Director and Principal Consultant of IBC Holdings Pte Ltd, a financial consulting firm with offices located in South East Asia. He has been a Director of Risk Management at the Kuala Lumpur Stock Exchange and a member of the Singapore Exchange Corporate Advisory Committee (SGX-DT) previously.



COURSE OUTLINE

1. Introduction: Investment appraisal- Methods and Models
 2. Investment Appraisal Processes
 3. Appraisal Techniques
 4. Managing the Complexities of International Projects
 5. International Capital Investment for Optimal Performance
 6. Project Risk Assessment
 7. Managing Project Failure
 8. Financial Performance Management & Control
 9. Key Decision-making Framework
 10. Sustainability and Integrated Thinking
 11. Reflection
- 

CALENDAR 2021

PROGRAMME	DATE	FEES	WHO IS THIS FOR
Strategy & Leadership			
Executive Certificate in Business Research Methods	31 Oct, 1, 7, 8 Nov 2020	\$2,500	Research Consultants Market Researchers
Executive Certificate in Leadership & Change Management	20, 21, 27, 28 Feb 2021	\$2,500	Business Leaders Strategic Division Leaders Department Heads Programme Managers Change Leadership Coaches
Executive Certificate in Managing Across Borders	20, 21, 27, 28 Mar 2021	\$2,500	Regional Senior Staff Department Heads Human Resource Managers Cross-Cultural Team Members
Executive Certificate in Project Management	20, 21, 27, 28 Mar 2021	\$2,500	Project Manager Team Leaders Junior Managers
Executive Certificate in Global Strategic Management	17, 18, 24, 25 Apr 2021	\$2,500	General Managers Country/ Division Heads Strategic Division Leaders
Executive Certificate in Sustainable Business Strategy	17, 18, 24, 25 Apr 2021	\$2,500	Entrepreneurs Leaders of Non-Profit Organisations

CALENDAR 2021

PROGRAMME	DATE	FEES	WHO IS THIS FOR
Marketing			
Executive Certificate in Global Brand Management	10, 11, 17, 18 Oct 2020	\$2,500	Brand Managers Marketing Professionals General Managers
Executive Certificate in Strategic Marketing	12,13,19,20 Dec 2020	\$2,500	Marketing Managers Business Leaders Entrepreneur
Executive Certificate in E-Marketing	20, 21, 27, 28 Mar 2021	\$2,500	Digital Marketing Managers Business Leaders Entrepreneurs Department Head

PROGRAMME	DATE	FEES	WHO IS THIS FOR
Finance & Investment			
Executive Certificate in International Corporate Finance	10, 11, 17, 18 Oct 2020	\$2,500	CFOs CXOs Finance Managers Investment bankers
Executive Certificate in Financial Performance Management	9, 10, 16, 17 Jan 2021	\$2,500	Finance Managers
Executive Certificate in Strategic Investment Appraisal	20, 21, 27, 28 Mar 2021	\$2,500	Financial Consultants Financial Analysts CFO

HOW TO APPLY

APPLICATION PROCEDURE

Application could be submitted online, or via our application form.

We recommend that you submit your completed application as early as possible, preferably 6 weeks prior to programme commencement. Please do not hesitate to contact us if you have further questions about which programme may best suit your objectives or for any additional information. All our programmes are taught in English and participants should be able to exchange views, listen, and learn through the medium of English.

PROGRAMME FEE

The programme fee covers tuition and course material fee. It does not include travel, accommodation, food or incidentals. Students will have to settle the programme fee before the end of the programme.

Fee is subjected to GST at prevailing rates, according to prevailing regulations.

Talk to Us!

For further information on any of our Executive Education Series, please contact:

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Ms. Carmen

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Email: training.aventis@gmail.com

Visit our Website here: <https://aventislearning.com/executive-education/>



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200700458M Period: 20 May 2019 - 19 May 2021

Sources quoted are correct as at 16 Sep 2020