

Distinctively Different

OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
Corporate Executive Education and Development

BUSINESS ACUMEN FOR HR PROFESSIONALS

Business Simulation Approach with 3 Facilitated Management Exercises



The HR Business Acumen Programme

"... the problem with HR is real. One way or the other, it will have to gain the business acumen needed to help organizations perform at their best ..."

"It's time to Split HR"
Ram Charan
Harvard Business Review
July-Aug 2014 issue

Expert Faculty



Sekar Shanmugam
Associate Faculty
UUM OYAGSB

*Director and Principal Consultant
SE Asia, Profitability Business
Simulations*

5 & 6 February 2018

**Intercontinental Hotel
Kuala Lumpur**

HR BUSINESS ACUMEN PROGRAMME

“Good business acumen shows the people in your organization that they can trust you. Your recognition of their value, in understanding customers to achieve the organization's mission, demonstrates your respect for them, so they are more likely to respect you”

**Business Acumen: More than Just Business Knowledge
 Society of Human Resource Management (SHRM)**

<https://www.shrm.org/resourcesandtools/hr-topics/organizational-and-employee-development/pages/business-acumen-more-than-business-knowledge.aspx>

Overview

Business Acumen for HR Professionals

In an article that appeared in the Harvard Business Review entitled "It's Time to Split HR", legendary management guru Ram Charan wrote "...the problem with HR is real. One way or another, it will have to gain the business acumen needed to help organizations perform at their best.."

When HR is seen as a strategic advisor to the business, HR can demonstrably make a positive impact on business performance.

The programme delves into how business finances really work, the importance (and cost) of cash, how strategic direction affects daily operations, and what HR PROFESSIONALS can do to move the numbers in the right direction.

BOARD BASED SIMULATION

D i s t i n c t i v e l y D i f f e r e n t

How it Works

This programme is a challenging **board-based simulation that was jointly developed by UUM OYAGSB and Profitability Business Simulations** for all HR Professionals who wish to:

- **Improve business acumen**
- **be part of decision making processes**
- **present business cases and**
- **help drive business performance**

The board-based simulation represents the workings of a company, complete with sales, marketing and financial operations, participants learn how money moves through their business and how HR decisions affect business results.

Each participant is part of a small team, in competition with up to five other teams. Each team will make the strategic, operational and financial decisions needed to set up, run and expand a business over a simulated period of several years. The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business.

At the end of each cycle, the facilitator facilitates a debriefing session on key learning points. Also included are relevant HR business exercises to enhance the learning experience.

The simulation has been run successfully at world class organisations such as **Nestlé** and is suitable for all HR Professionals who want to build skills in commercial acumen, business planning and help them prove their ROI to the business.

Course Outline

Day 1

1. Why Business Acumen
2. Introduction to Business Finance



D i s t i n c t i v e l y D i f f e r e n t

3. Simulations - January, February
4. Strategy & Marketing Frameworks
5. Simulations - March
6. **Management Exercise 1 - Stop the Slide in Profits**

Day 2

1. **Management Exercise 2 – The Wellness Programme**
2. Simulations - April
3. Budgeting and Cost Allocations
4. Simulations - May
5. Project Valuations - DCF & NPV
6. **Management Exercise 3 - Plugging the Talent Drain**

Learning Outcomes

- Know where and how HR Professionals can add value to the business
- Understand the difference between orders, billings, revenues, profit and cash and align employee measurements accordingly
- Understand the financial consequences of each HR business decision
- Gain a “helicopter view” of how different parts of the business work
- Create a financial business case for any HR intervention, so that it can be discussed in business terms with line managers and get their full support if appropriate

Who Should Attend

HR and L&D Professionals

Also recommended for Non HR professionals seeking to move into HRBP roles.

Distinctively Different Learning Experience

This results-based course will be challenging, thought provoking, informational and inspiring. Participants will use a variety of learning tools including board game, motivation, and facilitated exercises.



D i s t i n c t i v e l y D i f f e r e n t

Expert Faculty

Sekar Shanmugam

Associate Faculty UUM OYAGSB




Sekar Shanmugam has spent the majority of his 24-year career working for Hewlett-Packard (HP) and Maxis in senior leadership roles. He has led organisations with full P&L, sales and operational responsibilities. He is a firm believer in educating employees about how businesses function and brings together his hands-on business and people leadership experiences to this programme.

Sekar's achievements include leading his organization through the 1997 Asian financial crisis, managing the integration efforts in Malaysia during the merger of HP and Compaq in 2001 and steering HP to win the Computer World Malaysia "Best Support & Services" inaugural award in 2001 and again in 2002 against other industry IT giants. He also had a stint with an agri-business start-up where he led the creation of a new brand of packed fresh vegetables after identifying a gap in the Asian market.

Sekar holds a Degree in Electrical Engineering from the University of Malaya and an MBA from the University of Cambridge

D i s t i n c t i v e l y D i f f e r e n t

Participant Fee

CATEGORY	Participant fee + 6% GST
Promo Fee Register before 22 January 2018  Claimable Under Scheme SBL <i>Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.</i>	RM3300 + 6%GST = RM3498.00
NORMAL FEE Registrations received after 22 January 2018 <i>No discount</i>	RM4000.00 + 6%GST = RM4240.00

Closing Date: 31 January 2018

Payment to be made to: Universiti Utara Malaysia

Bank: Bank Islam Malaysia Berhad Account Number: 02093010000010

Kindly email proof of payment to: saharah@uum.edu.my

For More information on High Impact Executive Education, Customised and Post Graduate Programmes

Please contact:

Mr Badrie Abdullah

Director

Corporate Executive Education and Development

Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 Sintok, Kedah Darulaman

Tel: 017-369 1386 ; 04 – 928 7156

Fax: 04 – 928 7160

Email: badrie@uum.edu.my or saharah@uum.edu.my Website: www.oyagsb.uum.edu.my

REGISTRATION FORM



D i s t i n c t i v e l y D i f f e r e n t

Programme Venue	Programme Title	Fee Per Registrant (A) Includes 6% GST	No. of Registrants (B)	Fee = A x B
5 & 6 February INTERCONTINENTAL Kuala Lumpur	HR BUSINESS ACUMEN PROGRAMME "BUSINESS ACUMEN FOR HR PROFESSIONALS"	Promo - RM3498 (register by 22 JANUARY 2018) Normal fee – RM4240		
		Total		

ORGANISATION INFORMATION / DETAILS

Organisation Name			
Address 1			
Address 2			
Name of Person Authorised to Sign Form			
Email Address			
Contact Tel Phone # and Fax			
Details of Registrants (you may also email the Registrant details)			
Name (as in IC/passpot)	NRIC / Passport Number	Course Code	Email Address
		CEED/HRBAP	
		CEED/HRBAP	
Kindly complete and email this form before 22 JAN 2018 FOR SUPERSAVING! saharah@uum.edu.my (Tel: 04-928 7156) or badrie@uum.edu.my (017-3691386)			Email:

Cancellation Policy and Postponement of Programme

Because attendance at *this* programme requires significant advance preparation, refunds are not permitted. Invoice once issued can't be cancelled except for exceptional reasons. Registrants who cancel less than **7 days in advance** may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.

UUM OYAGSB CORPORATE EXECUTIVE EDUCATION





D i s t i n c t i v e l y D i f f e r e n t
SOME OF THE ORGANISATIONS THAT HAVE BENEFITTED FROM UUM OYAGSB HIGH IMPACT EXECUTIVE EDUCATION



A member of UEM Group

