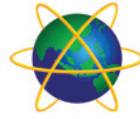




MALAYSIAN INSTITUTE
OF ACCOUNTANTS



A · P · U
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

Professional Certificate in Digital Leadership

It's no longer
the big beating the small,
but the fast beating
the slow.

ERIC PEARSON CIO, International Hotel Group





You look at marketing: Everything that's happening in marketing is digitised. Everything that's happening in finance is digitised. So pretty much every industry, every function in every industry, has a huge element that's driven by information technology. It's no longer discrete.'

SATYA NADELLA CEO, Microsoft Corporation



In turbulent times, organisations need strong leaders in the driver's seat. Leaders that can articulate a vision people can rally around, and create conditions that bring about digital maturity, attract the best talent and bring out the best in them. The pace of digital transformation and its impact is said to double every year, hence the urgency for leaders to lead and digitally transform their organisations now.

There is no longer any distinction between 'traditional' leaders and digital leaders today. As we are in the digital age, every leader is a digital leader and must combine both traditional and new skills in order to effectively steer their organisations into the future. Being digital means having the ability to leverage people, processes and technologies in order to achieve customer-led and data-driven business outcomes.

The **Professional Certificate in Digital Leadership** is a three-day programme developed to meet the demand for leaders that can strategise and manage digital transformation. The programme blends digital leadership theories with corporate practices, and leverages experiential learning with industry experts playing an essential part in the programme. You will take away hands-on knowledge that can be applied in your organisation.

Upon successful completion, you will gain a professional certificate in Digital Leadership jointly awarded by the Malaysian Institute of Accountants and the Asia Pacific University of Technology & Innovation.

WHO WILL BENEFIT

This programme is designed for leaders at all levels who desire to improve on their strategic thinking and be empowered with the necessary tools to support and lead their organisation to successfully navigate the digital economy.

HOW YOU WILL BENEFIT

The programme will assist you discover:

- What it takes to become an effective leader in the digital world
- How digitalisation will change consumer decision-making
- Why you need to implement a digital business transformation plan across the organisational value chain
- The strategic advantage of employing digital strategies and analysis for your organisation
- How to execute your digital business transformation strategy
- The latest trends in technology and potential applications that will provide you with competitive advantage towards operational efficiency and sustainability

PROGRAMME STRUCTURE AND FOCUS

The programme runs over three days, covering essential aspects of the digital business landscape in sufficient depth to enable an immediate implementation in your organisation.

DAY ONE will focus on you as a leader, to help you recognise your capabilities and strengths in becoming an effective leader in the digital age, as well as identifying weaknesses and the steps you can take to improve on them. You will also learn to collaborate, motivate, influence, and build teams in the virtual space, and take away a personal leadership plan for leading in the digital age.

We then look at how you can develop a clear roadmap and identify fast and effective implementation methodologies to execute on digital business transformation strategies in your organisation. You will also acquire the capabilities to partner with other organisations and learn to manage people, processes, data, and infrastructure to achieve business results and succeed in your digital journey.

TOPICS TO BE COVERED

- Leading in the Digital Age
- Digital Execution Strategies
- Maximising Benefits from Digital Transformations

DAY TWO will cover digital strategy and analytics, helping you understand the entire digital ecosystem and discover monetisation strategies as we explore different digital platforms and how you can replicate their success factors. Discover the various sources of data, both within and outside your organisation, and how big data can give you and your organisation a strategic advantage.

We will also look at how the finance function can be transformed, including highlights on technologies with the most impact on finance. You will gain an understanding of methodologies and technologies that finance officers can quickly leverage on to speed up finance processes and advance in new skill sets required for finance transformation. This will help add value to the finance time spent on delivering business insights for effective decision-making.

TOPICS TO BE COVERED

- Digital Strategy & Analytics
- Transforming the Finance Function

DAY THREE introduces digital marketing strategies where you will learn timeless marketing fundamentals to guide your decision-making both online and offline. You will get to see how digitalisation changes customer decision-making and what this means for your brand. You will then be introduced to emerging business models and new approaches to market strategy and to master these new technologies to connect with your customers.

Thereafter, we will cover the very important area of managing talent, and understand how digital technologies and business models are radically changing the talent requirement across industries. You will learn how to work at ensuring a sufficient pool of talent to support your digitisation efforts as well as to identify and groom talent to support your organisation's digital strategy.

TOPICS TO BE COVERED

- Digital Marketing Strategies
- Managing Talent in Digital Transformation



DAY 1 (9 March 2021, Tuesday)**MIA-APU Webinar (4 hours)**

9.00 AM	PARTICIPANTS LOGIN TO JOIN THE WEBINAR
9.30 AM	OPENING SESSION: THE BIG PICTURE <ul style="list-style-type: none"> Sets the tone for the programme by charting the evolving landscape of the digital economy and the developments disrupting organisations. See how MIA's digital initiatives, specifically the MIA Digital Technology Blueprint and MIA's related survey and findings, can support your digital transformation. <p>Facilitator DR. NURMAZILAH DATO' MAHZAN Chief Executive Officer, Malaysian Institute of Accountants</p>
10.30 AM	BREAK
10.45 AM	LEADING IN THE DIGITAL AGE <ul style="list-style-type: none"> Enhance your capabilities and strengths to become an effective leader in the digital age. Identify and address your weaknesses in the digital leadership space. Understand how to collaborate, motivate, influence, and build teams in the virtual space. Formulate a personal leadership plan for leading in the digital age. <p>Facilitator CHARI TVT Senior Advisor Duff and Phelps, Malaysia</p>
11.45 AM	BREAK
1.15 PM	DIGITAL EXECUTION STRATEGIES <ul style="list-style-type: none"> Develop a clear roadmap to execute your digital business transformation strategy. Acquire the capabilities to partner with other organisations to succeed in your digital journey. Identify fast and effective implementation methodologies. Actively manage people, processes, data, and infrastructure to achieve business results. <p>Facilitator DR SEKAR JAGANATHAN Director Digital Strategy, Kenanga Investment Bank Bhd</p>
02.15 PM	BREAK
02.30 PM	STRUCTURING THE IMPLEMENTATION STRATEGIES OF DIGITAL TRANSFORMATION IN AN ORGANISATION <ul style="list-style-type: none"> What was the process needed to structure and maintain an efficient digital transformation? How did the role of digital leadership drive digital transformation and overcome challenges? Do companies need to set long term digital transformation strategies to ensure the sustainability of the business? <p>Facilitator AKRAM MACKKEEN Digital Consultant</p>
03.30 PM	END OF WEBINAR

DAY 2 (10 March 2021, Wednesday)

MIA-APU Webinar (4 hours)

9.00 AM	PARTICIPANTS LOGIN TO JOIN THE WEBINAR
9.30 AM	DIGITAL STRATEGY & ANALYTICS <ul style="list-style-type: none">• Explore the different digital platforms, and see how you can replicate their success factors.• Understand the entire digital ecosystem and discover monetisation strategies.• Learn how big data can give you and your company a strategic advantage.• Discover the various sources of data, both within and outside your organisation. Facilitator VELESWARAN NALLAIAH Chief Executive Officer, BIIT Consulting
10.30 AM	BREAK
10.45 AM	DIGITAL STRATEGY & ANALYTICS (continued)
11.45 PM	BREAK
01.15 PM	TRANSFORMING THE FINANCE FUNCTION <ul style="list-style-type: none">• Highlights technologies that will have the most impact on finance and the organisation's digital conversion.• Empower finance officers to quickly leverage on technologies to speed up finance processes.• Acquire new skill sets required for organisational finance transformation.• Add value to time spent by finance in delivering business insights to the organisation. Facilitator RAMESH GOPAL Consultant and Software and Data Engineer, AlphaZetta
02.15 PM	BREAK
02.30 PM	TRANSFORMING THE FINANCE FUNCTION (continued)
03.30 PM	END OF WEBINAR

DAY 3 (11 March 2021, Thursday)

MIA-APU Webinar (4 hours)

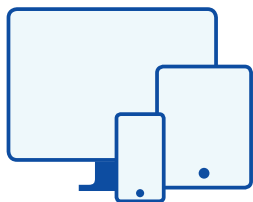
9.00 AM	PARTICIPANTS LOGIN TO JOIN THE WEBINAR
9.30 AM	DIGITAL MARKETING STRATEGIES <ul style="list-style-type: none">• Let timeless marketing fundamentals guide your decision-making, online and offline.• Understand how digitalisation changes customer decision-making and what this means for your brand.• Become familiar with emerging business models and new approaches to market strategy.• Master new technologies to connect with your customers. Facilitator STEPHANIE CAUNTER Marketing Head, ADA
10.30 AM	BREAK
10.45 AM	DIGITAL MARKETING STRATEGIES (continued)
11.45 PM	BREAK
1.15 PM	MANAGING TALENT IN DIGITAL TRANSFORMATION <ul style="list-style-type: none">• Understand how digital technologies and business models are radically changing the talent requirement across industries.• Prepare a sufficient pool of talent to support digitisation aspects in the organisation.• Get tips on identifying and grooming talent to support the organisation's digital strategy. Facilitator KOH MUI HAN Managing Partner, ChangeDynamics Consulting
2.15 PM	BREAK
2.30 PM	MANAGING TALENT IN DIGITAL TRANSFORMATION (continued)
3.30 PM	END OF WEBINAR

Professional Certificate in Digital Leadership (PCDL)

With immediate effect, enrolment for all CPE programmes will be

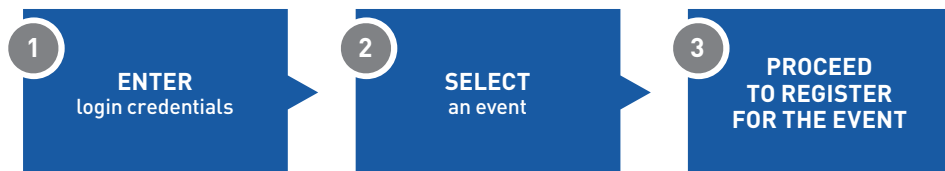
STRICTLY VIA ONLINE REGISTRATION ONLY

REGISTRATION PROCESS

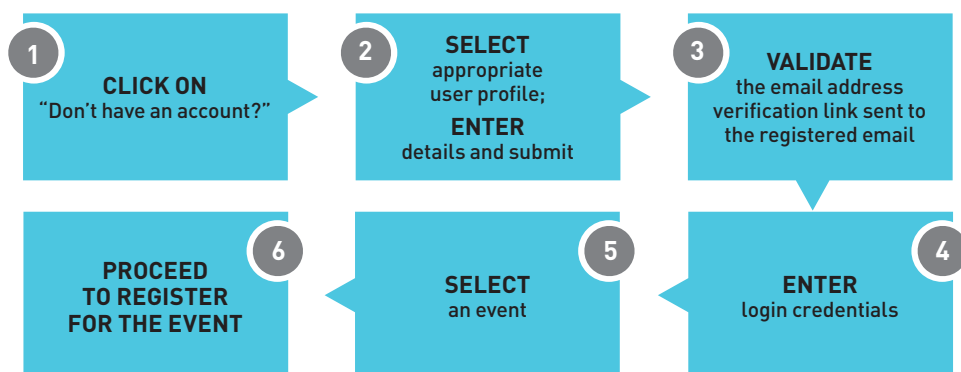


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EXISTING USER



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For any assistance, please call (8.45am-5.30pm, Monday-Friday)

MIA Help Desk @ 603-2722 9000

TERMS & CONDITIONS FOR WEBINAR

WEBINAR FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- For selected webinars, the fee includes e-materials.
 - Individual Registration: Full payment shall be made at the point of online registration.
 - Corporate Registration: Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or 1 day before the webinar, whichever earlier.
- Access to join the webinar shall be granted only upon full payment as per the above requirement.

WEBINAR ACCESS LINK

- The Access Link will be emailed at least 24-hours before the commencement of webinar.
- The Access Link is unique and should not be forwarded/shared with others.

CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- Written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- Written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registration will also be liable for 20% administrative charge.
- Written cancellation received on the day of the webinar or failed to join the webinar, no refund will be made. Unpaid registration will also be liable for full payment of the registration fee.
- Replacement of participant is not allowed.

PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

METHODOLOGY, CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Live Q&As, quick polls/surveys will be carried out throughout the webinar.
- For selected webinars, a pre and/or post course materials will be shared with participants.
- Self-assessment quizzes at the beginning as well as at end of the webinar will be given to enable participants to self-evaluate themselves on their learning performance and level of understanding of the programme content.
- Participants will be issued with an e-certificate of attendance and awarded CPE credit hours upon strict compliance of the following terms:
 - Remain logged in at least 80% of the time allocated for the webinar,
 - Submit the post-course evaluation on learning outcome within 3 days after the completion of the webinar (late submission of the post-course evaluation will not be entertained).
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- Listening to pre-recorded webinar and/or reading from past webinar e-material shall not qualify as structured CPE credit hours.

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WEBINAR FEES

Member/Member Firm	RM 3,400
Non-member	RM 4,160
Academician	RM 1,700

Preferred Payment: Pay with MIA-CIMB Affinity Credit Card.

PROGRAMME DETAILS & REGISTRATION

9 - 11 March 2021 (Tuesday - Thursday),
9.30am – 3.30pm

Day 1 : 9 March 2021 (Tuesday)
Day 2 : 10 March 2021 (Wednesday)
Day 3 : 11 March 2021 (Thursday)

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