

Certified HR Professional Program

WE TEACH THE FUTURE TODAY

... open to participants from Vietnam, Malaysia, Singapore, Philippines, Indonesia, and China to meet in Penang, Malaysia.

Venue: B-Suite Hotel, Penang, Malaysia

Date: 12 – 19 March, 2011

DISTINGUISHED HR TRAINERS / CONSULTANTS:



Certified HR Professional Program includes:

12 March, 2011: **Module: Talent Management- Strategic Talent Acquisition and Retention**

13 March, 2011: **Talent Management – Talent Development Strategies and Succession Planning**

14 March, 2011: **Performance Management – The Performance Measurement System**

15 March, 2011: **Performance Management – Measuring Performances via KRAs and KPIs**

16 March, 2011: **Study Break: Field Study and Penang Heritage City Tour**

17 March, 2011: **Human Capital Development - Design and Analyses**

18 March, 2011: **Human Capital Development – Assessment and Management**

PROGRAM OVERVIEW

In a business environment where the only constant is change, all firms face a profound challenge: How do you leverage your human capital to gain competitive advantage? This program examines the strategic impact of human resources and delivers dynamic frameworks that enable your organization to quickly adapt to changing conditions and seize new opportunities as they emerge.

Managers today must be effective at simultaneously monitoring current performance, managing incremental innovation, and leading more revolutionary or discontinuous change efforts. The EDS Certified Human Resource Professional Program explores how to manage this delicate balancing act by emphasizing methods to align HR strategy with the overall business strategy.

EDS CHRP Program is led by experienced leaders in the field and designed to help human resource professionals to acquire the latest HR knowledge, methods, and skills needed to meet the challenges of today's changing workplace and workforce. Whether you want to develop effective management skills, seek professional advancement, or gain professional recognition, this program will provide the hands-on skills to empower you in your career.

CHRP Program is pathway to the MBA in HRM and DBA major in HRM

OBJECTIVES

Upon completion of this special program, participants will be able:

- To align the HR function to the business unit and the corporate strategy.
- To re-brand HR as strategic function within the organization.
- To avoid costly mistakes when hiring and dealing with HR issues.
- To understand the relationship between leadership and organizational culture.



Power of Cross-Border Networking

Join a network of well-informed, action oriented colleagues who are committed to the success and welfare of their businesses and the industry. EDS Certified HR Professional Program is designed to optimize the learning experience of participants. Knowledge exchanges are built into the curriculum, learning groups provide opportunities for exploring issues across business and cultural boundaries, and social activities promote a spirited camaraderie that leads to deep and lasting connections. Many EDS alumni keep in close contact with one another as well as the EDS faculty by attending EDS reunions and other alumni events, embarking on joint business ventures, and contacting one another for business ideas, advice, and guidance

SEMINAR FEES is “FREE”

Participants need to pay US\$690 to cover the following expenses:

- 9 days and 8 night of hotel accommodation at B-Suite Hotel in twin-sharing,
- Single occupancy accommodation available upon request at USD900
- Breakfast and lunch during the seminar,
- Transport provided to and fro Penang Airport for participants,
- Welcoming dinner and fellowship night,
- One day Penang Heritage City Tour,
- Lectures guide, training materials, and stationery,
- Certificate of Participants,
- Professional fees for trainers / lecturers,

SPOUSE ARE WELCOME

Participant need to pay additional US\$390 to cover the following expenses for spouse:

- Sharing room with spouse for 9 days and 8 night at B-Suite Hotel,
- Breakfast and lunch during the seminar,
- Transport provided to and fro Penang Airport for spouse,
- Welcoming dinner and fellowship night,
- Penang Heritage City Tour,

EDS Community Service Project



The objectives of EDS Community Service Project is to share the latest management practices, success ideas, inspiration and insights to help entrepreneurs, intrapreneurs, managers and executives of business organization and non-governmental organizations (NGO) across countries, across cultures to enhance their competitiveness in today's challenging business environment and to improve their operation efficiency through a series of Advanced Management and Leadership Program sponsored by EDS BUSINESS SCHOOL (MALAYSIA).

This Community Service Project is also the platform to encourage CEO, Directors, NGO Leaders, Academia, Managers and Senior Executives towards continuous lifelong learning.

EDS CERTIFICATE OF ACHIEVEMENT



EDS Certificate of Achievement in Professional HR Specialists Program will be awarded upon fulfilling the following conditions:

- Participants must attend each module in a punctual manner, remain in attendance for the full duration of each module, dress appropriately (short pants and slippers not permitted), and comply with the directions and expectations of the instructor during each session.
- Participate in the Industrial visit to Multi-National Company.

This Certificate will be evidence of your personal and professional development.

Timetable for EDS Certified HR Professional Program

Saturday, 12 March, 2011

08am – 10am, Opening Ceremony and Group Photo taking
10am – 05pm, Talent Management- Strategic Talent Acquisition and Retention
06pm – 10pm, EDS Welcoming Dinner and Fellowship Night

Sunday, 13 March, 2011

09am – 05pm, Talent Management – Talent Development Strategies and Succession Planning
07pm – 10pm, Evening outing, visit Queensbay Mall, Penang largest shopping mall

Monday, 14 March, 2011

09am – 05pm, Performance Management – The Performance Measurement System
07pm – 09pm, Assignment Counseling Session

Tuesday, 15 March, 2011

09am – 05pm, Performance Management – Measuring Performances via KRAs and KPIs
05pm – 07pm, Q & A Session on Assignments, and Enquiries on EDS Programs

Wednesday, 16 March, 2011

09am – 3pm, Field Study and Penang Heritage City Tour

Thursday, 17 March, 2011

09am – 05pm, Human Capital Development - Design and Analyses
07pm – 10pm, Free and Easy

Friday, 18 March, 2011

09am – 05pm, Human Capital Development – Assessment and Management
05pm – 06pm, Closing Ceremony & Certificate Presentation



GLOBAL INSTITUTE OF STRATEGIC MANAGEMENT

"Improving the standards of management, expanding the ethical character of business, and advancing economic cooperation worldwide"

Upon completion of the 6 days EDS HR Professional Program, participant's can apply for the **Certified HR Professional** certification awarded by Global Institute of Strategic Management, USA (www.gism.org) upon fulfilling the following conditions:

- Completed all the required coursework during the 6 days residential studies,
- With the payment of US\$350 for the administrative and CHRP Certification Fee.

The Certified HR Professional holder is qualified to use the designatory letters "CHRP(US)" after their name.

Benefits of Having a CHRP(US) Designation

- With a CHRP(US) designation signifies a mark of expertise and excellence in Human Resource Management especially on Talent Development and Human Capital Management,
- With a CHRP(US) designation, you will have access to better positions and salaries in the marketplace,
- CHRP(US) is viewed as an essential tool for maintaining high performance standards in the profession and in your workplace,
- CHRP(US) represents an ongoing commitment to professional development in Human Resource Development – it means you have accepted the personal challenge of keeping abreast of new developments in the field,
- CHRP(US) becomes a public recognition of professional achievement—both within and outside of the profession.

EDS CERTIFIED HR PROFESSIONAL PROGRAM consists of following modules:

Sat & Sun, 12 – 13 March 2011

2 Days Advanced HR Seminar on Talent Management for Comparative Advantage

(Facilitated by: Dr. Lee Karling)

The phrase 'the war for talent' was devised by McKinsey and Company in 1997, and has today become a buzz word for progressive organizations keen on building, maintaining, and enhancing their pool of talented and high achieving employees. Over the next 20 years, the biggest challenge for these progressive organizations would be on how to attract, retain, build, and improve these talents to drive organization performance. Unfortunately, although talk is rife, reality is totally different.

Many organizations are still unprepared to invest (financially, generally, but also mentally) in activities that are necessary to nurture and groom these top performers to go beyond their limitations. Some organizations opined that just merely pumping in money to buy talent would be adequate, and go into shock when the talents purchased falls flat on expectations!

What went wrong?

This workshop will provide information and strategies required to attract, build, retain, and enhance existing talent to move them to a higher level to ensure continuous performance at the highest possible level. However, it **MUST** be understood that talent management is **NOT** the sole responsibility of HR, but, for Talent management to be effective, **ALL** line management must be held accountable.

Course Objectives:

At the end of the workshop, the participants will be able to:

1. Provide information on what talent management is and the reasons for organizations to focus on talent management
2. Know the areas required for effective talent management
3. Have In-depth awareness, knowledge, and understanding of the strategies available for ensuring effective talent management based on the key areas
4. Appreciate the value and importance of employer branding in winning the war for talent

Mon & Tue, 14 – 15 March 2011

2 Days Advanced HR Seminar on Performance Management via KRA and KPI

(Facilitated by: Prof. Sue Lim)

Many organizations and its management personnel often lament the lack of appropriately subjective measures to determine the extent of contribution and the organization's human capital is giving to the organization. Although the organization has invested much in building up the competencies and capabilities of its human capital, there are insufficient information and measures to provide a clear indication of the extent of the people's contribution to the organization despite the high levels of competencies and capabilities. Therefore, organizations need to be aware of the types and nature of measures available to assist the organization in determining the people's contribution to the organization.

Objective: The objective of the module is to provide HR Professionals and management personnel with the knowledge and skills required to design and implement KRAs and KPIs to manage individual performances in the organization.

Delivery Methodologies: Facilitation, discussions and experiential learning

Brief Module Content:

- Overview on the use of KRAs and KPIs as tools for performance measurement
- Understanding KRAs and identification of appropriate KRAs for different categories of tasks and positions
- Goal setting as part of performance measurement system
- Defining KPIs and the linkage between KRAs, Goal setting and KPIs
- Developing appropriate KRAs and KPIs for specific jobs or tasks
- Measuring performances based on KRAs, goals and KPIs

Thursday, 17 March 2011

1 Day Advanced HR Seminar on Human Capital Development - Design and Analyses

(Facilitated by: Dr. Lee Karling)

When organizations flounder within the global business environment, many begin to realize that the internal human capital pool is inadequately developed to meet the challenges of the millennium. This is because when the economy goes into recession, human capital development will often be required to take the back seat as the organization focuses on cost cutting measures. Unfortunately, such strategy will often lead to an even faster downward spiral for the organization as human capital development is even more crucial during recession.

Objective: The objective of the module is to provide the tools to HR Professionals to allow them to analyze performance gaps in order to facilitate the development of human capital

Delivery Methodologies: Lecture, group discussions, hands-on analyses

Brief Module Content:

- Understanding the need for Human Capital Development
- Using appropriate tools for identifying human capital development needs – the use of performance gap analyses (Previous term: TNA)
- Provide the HR Professional with the right tools for conducting the performance gap analyses – to determine whether a training or non-training solution is required
- Understanding the human capital development cycle for short term and long term learning and retention
- The design of annual development plan focusing on three types of competencies: core, tasks, and generic
- Scheduling of human capital development activities to cater to organization needs

Friday, 18 March 2011

**1 Day Advanced HR Seminar on
Human Capital Development Assessment and Management**

(Facilitated by: Dr. Lee Karling)

One of the oft cited reasons for management and HR practitioners in general to shift the focus of the organization away from effective and relevant human development activities is the lack of assessment to provide evidence of the effectiveness and contribution of the human capital development endeavor. Consequently, HCD is not being given appropriate attention, thereby leading to a lack of talent pool for many organizations. A strong competency based organization would be more appreciative of the value of HCD as the use of appropriate measuring and assessment tools can assist organizations in achieving more effective ways of recouping the investment in its human capital.

Objective: this module follows through from Module 5 to provide the tools required for assessing the effectiveness of human capital development strategies and to allow the HR Professional to better management the strategic development of human capital

Delivery Methodologies: Facilitation, group discussions, development of appropriate tools via practical exercises

Brief Module Content:

- Differentiating the tools for human capital development – the use of training, coaching, mentoring, and facilitating
- Determining the need for the assessment of human capital development
- Differences between formative and summative assessments – using both
- Summative assessment: Kirkpatrick’s Model VS Others
- Step-by-step assessment of human capital development endeavors using Kirkpatrick’s model
- Other methods of assessments: DOE

“The illiterate of the future are not those who can’t read or write, but those who cannot learn, unlearn and relearn.”

-Alvin Tofler

Distinguished Faculty



Dr. Lee Karling, PhD

Dr. Karling obtained her PhD from USM in early 2008. Her area of specialization is in Human Resource Management (HRM) with an emphasis on human resource development and learning. Her interest is also in industrial psychology and human behaviors at work. She has been involved in continuous research in linking personalities with job function and performance and hopes to present a research paper late next year. She also specializes in DOE (design of experiment) for the HRM function, specifically for HR development.

Dr. Karling has many years of working experience in both the manufacturing and service industries with more years in the service industry as Head of Department. She has been involved in corporate training for more than 10 years and is a Certified Trainer from ACAP Australia. She also holds a unique Graduate Certificate in Adult Teaching and Learning from RMIT University, Australia.

She is currently on a retainer with a listed local company as a HR consultant in all HR related matters from HR planning and recruitment to industrial relations. The consultancy work also extends to the subsidiaries of the listed company.

Dr. Karling specializes in HRM related training as well as specific interpersonal skills and workplace behavior training aimed at improving workplace efficiency, effectiveness and relationships. She is committed to assisting organizations in their human resource development endeavors and specializes in assisting organizations design, execute, and feedback on training evaluation system for continuous development in the organization's human resource development efforts. Her current passion is in cross-generation management focusing on assisting organizations in tapping into the potentials of the millennial workforce and providing guidance to senior management in maximizing the talent of the new generation (Gen Y).

She is also able to provide training workshops in specific supply chain management areas, specifically inventory management, warehouse system design, and purchasing management for effective cost down.



Associate Professor Sue Lim, BA in Econ, MBA (UK)

Associate Professor Sue Lim has more than 25 years of human resources management, general management and training experience, more than half of which is of regional senior managerial role with well-known MNCs. Her final corporate job was with a local conglomerate as the Group Vice-President for Human Resources. The job entailed having regional human resources responsibilities.

She has trained extensively on HR related courses such as areas in recruitment, performance management, human resources developments, industrial relations and management development program. With her extensive knowledge and exposure to changes within the labor market Sue Lim takes a proactive approach to helping companies anticipate and manage their place in the future world of employment.

Her knowledge of the dynamics and diversity in our changing work population helps companies recognize what drives their employees and how to best challenge, reward and retain talent. Sue Lim earned her Bachelor of Arts in Economics (Hons) from the University of Lancaster, UK and a Master of Business Administration from the University of Nottingham.

Organized By:	Jointly Sponsored By:	Supported By:				
						



**Dr Ben Lee, President
EDS BUSINESS SCHOOL**

CORPORATE PROFILE

EDS Business School founded by Dr. Ben Lee in 2002 is internationally recognized as a premier training and executive development organization, and world-class nurturer of talent, satisfying a rapidly growing demand for skills development training among educational leaders, professionals, entrepreneurs and executives in the Asia-Pacific Region. EDS operates world class advanced management trainings and networking activities in Malaysia, Singapore, Philippines, Vietnam, Hong Kong, China, USA and Macedonia, Eastern Europe, and is best known for providing state-of-the-art training in management principles and leadership practices through a unique Executive Open Learning Programs.

EDS Business School is established to meet the rapidly growing demand for skills development training needs by academia, NGO leaders, professionals, business owners and executives in the Asia-Pacific Region to provide up-to-date management knowledge and leadership practices through its unique (Executive Opening Learning) training model.

EDS has initiated formal training associations with universities and colleges in the Vietnam, Philippines, Malaysia, Singapore, Hong Kong, Macedonia, Ghana and the USA. Further, EDS served as the catalyst in the establishment of an international open learning consortium in the Philippines, bringing higher learning institutions into cooperation, expanding access to educational opportunities, providing for capacity-building, and upgrading university and college teaching faculties toward earning higher academic qualifications.

Currently, the regional office of EDS Business School is in Penang, Malaysia, with liaison officer base in Kuala Lumpur, Hong Kong, Hanoi, Ho Chi Minh City, Tukurong City (Philippines), Struga (Macedonia), Singapore, Chengdu and Tianjin (China) and Hilo, Hawaii.

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& Official Representatives for
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Kindly visit our EDS Blog at <http://eds2u.blogspot.com> for latest news and activities.

INTRODUCTION

HOANG NGHIEP TRAINING &CONSULTING

Hoang Nghiep is a high -class provider of specialized business training and consulting. If you need cost-effective training with the highest international qualifications in Vietnam, Hoang Nghiep is the first choice.

Our goal is to impact your bottom line by providing consulting services and customized training that maximize employee potential and improve products and services.



Our promise is to partner with you to determine solutions unique to your needs and work as a catalyst to improve individual performance and organizational effectiveness

International Partners: The electronic Business School International (Ireland), Northcentral University (U.S.A), International Management Centres Association (United Kingdom), EDS Business School (Malaysia))

The electronic Business School International



EDS Business School

