



**MALAYSIAN INSTITUTE OF MANAGEMENT**  
Institut Pengurusan Malaysia

# MIM PENANG OPEN ENROLMENT PROGRAMME CALENDAR 2017



ENGAGING **MINDS** • SHAPING **FUTURES**

[www.mim.org.my](http://www.mim.org.my)

# About Malaysian Institute of Management



**MALAYSIAN INSTITUTE OF MANAGEMENT**

Institut Pengurusan Malaysia

The Malaysian Institute of Management (MIM) has been an integral part of human capital development in Malaysia for the last five decades, having been established in 1966.

Through industry-led professional development programmes, MIM has helped people develop their competencies, improve their performances and embrace changes to drive success in their career and respective organisations/industries.

We take pride in having nurtured and supported thousands of executives, managers and leaders through our learning and development programmes, membership services and signature events.

To continuously support your professional development, we offer you a suite of open enrolment programmes based on our Competency Development Framework at Personal, People, Business and Organisational levels.

## MIM Competency Development Framework<sup>©</sup> Accelerating People, Business And Organisation Growth



# CONTENTS

## PERSONAL COMPETENCY

2

Practical English for Frontliners  
Presentations Made Easy  
Advanced Presentation Skills for Leaders & Managers  
Communication Excellence with NLP  
Emotional Intelligence (EQ) for Personal & Workplace Success  
Stress management for Resilience

## PEOPLE MANAGEMENT & LEADERSHIP COMPETENCY

2

Towards Supervisory Excellence  
Effective Middle Management  
Essential Managerial Skills for New Managers  
7 Strategies for Building High Performance Teams

## BUSINESS MANAGEMENT COMPETENCY

3

Finance for Operational Management  
Developing Financial and Business Skills Using Board Game  
Budget Planning & Management  
Marketing for New & Non Marketers  
Tools & Techniques for Marketing Planning  
Digital Marketing Strategies  
Maximising Selling Using NLP  
Power Negotiations  
Mastering Customer Service Excellence  
Project Management for Beginners

## ORGANISATIONAL DEVELOPMENT COMPETENCY

3

Results Driven Strategies & Business Planning  
Strategic Risk management

## PROFESSIONAL CERTIFICATION PROGRAMMES

4



# PERSONAL COMPETENCY

PROGRAMME	DAY/S	LEVEL	Q1	Q2	Q3	Q4
<b>Communication</b>						
Practical English for Frontliners	2	EXE	27 - 28 Mar			
Presentations Made Easy	1	FL		15 May		
Advanced Presentation Skills for Leaders and Managers	1	ML		16 May		
Communication Excellence with NLP	2	FL/ML		6 - 7 Jun		
<b>Personal Development / Professional Development</b>						
Emotional Intelligence (EQ) for Personal and Workplace Success	2	FL				2 - 3 Oct
<b>Personal Effectiveness</b>						
Stress Management for Resilience	1	EXE/FL			18 Jul	



# PEOPLE MANAGEMENT AND LEADERSHIP COMPETENCY

PROGRAMME	DAY/S	LEVEL	Q1	Q2	Q3	Q4
<b>Team Management</b>						
Towards Supervisory Excellence	2	FL	29 - 30 Mar			
Effective Middle Management	2	FL	8 - 9 Mar			
Essential Managerial Skills for New Managers	2	FL			19 - 20 Jul	
7 Strategies for Building High Performance Team	2	ML			22 - 23 Aug	

**EXE** Executive/Supervisory

**FL** First level /Emerging /New Managers

**ML** Middle Level Managers

**SL** Senior Level Managers



**Plan and Book Now** to Enjoy our Attractive Early Bird and Group Booking Incentives



Can't find the programme you need? We can tailor a programme based on your target learning outcomes. Please contact our OE Programme Consultants at 604-668 2881 or email us at [mimpenang@mim.org.my](mailto:mimpenang@mim.org.my)

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# BUSINESS MANAGEMENT COMPETENCY

PROGRAMME	DAY/S	LEVEL	Q1	Q2	Q3	Q4
<b>Finance</b>						
Finance For Operational Management	2	FL/ML		26 - 27 Apr	24 - 25 Jul	9 - 10 Oct
Developing Financial and Business Skills Using Board Game	1	EXE/FL			15 Aug	7 Dec
Budget Planning & Management	2	FL/ML				13 - 14 Nov
<b>Marketing</b>						
Marketing for New and Non Marketers	2	FL			4 - 5 Sept	
Tools and Techniques for Marketing Planning	1	FL/ML	22 Feb			
Digital Marketing Strategies	2	FL/ML		17 - 18 Apr	12 - 13 Sept	
<b>Sales</b>						
Maximising Selling Using NLP	2	FL				13 - 14 Dec
Power Negotiations	2	FL			27 - 28 Sept	
<b>Customer Service</b>						
Mastering Customer Service Excellence	2	FL				24 - 25 Oct
<b>Project Management</b>						
Project Management For Beginners	2	EXE/FL		5 - 6 Apr	12 - 13 Jul	



# ORGANISATIONAL DEVELOPMENT COMPETENCY

PROGRAMME	DAY/S	LEVEL	Q1	Q2	Q3	Q4
Results Driven Strategic & Business Planning	2	ML/SL				14 - 15 Nov
Strategic Risk Management	2	ML/SL			1 - 2 Aug	

**EXE** Executive/Supervisory

**FL** First level /Emerging /New Managers

**ML** Middle Level Managers

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# PROFESSIONAL CERTIFICATION PROGRAMMES

MIM Certified Professional Trainer (MIM-CPT™)	Mar & Nov
MIM Certified Professional Coach (MIM-CPC)	Feb & July
MIM Certified Professional Entrepreneur	Mar & Oct
MIM Certified Project Management Professional (MIM-CPMP)	Apr & Sept
MIM Professional Certificate in Corporate Governance (MIM-PCCG)	Apr & Sept
MIM SME Senior Management Development Programme	Mar & Nov
AIM : Advanced Diploma of Leadership and Management (BSB61015)	Mar, July & Oct
AIM: Diploma of Leadership and Management (BSB51915)	Mar, July & Oct
AIM: Diploma of Business (BSB50215)	Mar, July & Oct
ALA: Diploma in Organisational Change and Management	Online Programme
Six Sigma Certification Programmes	Please Call for Intake Dates
MIM Halal Leadership Certification Programmes	Please Call for Intake Dates

## Key Strategic Partners



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# Why MIM?

## Trusted Brand -

National Management Institute and Member of AAMO (Asian Association of Management Organisations)



Expertise –  
**50 years**  
in Learning and  
Development

Industry  
**Experienced**  
Facilitators



More than  
**75,000**  
professionals trained  
through Open Enrolment  
Programmes since 1966

**Wide choices**  
of short courses and  
certification programmes



## Membership benefits

that includes free CPD  
talks, MIM Direct and  
special rates for MIM  
programmes and events





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Institut Pengurusan Malaysia

Member:



*Asian Association of Management Organisations*

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