



Executive MBA

Empower Yourself through an Internationally
Acclaimed **Executive MBA** that Designed
to Create Immediate Impact!

高阶工商管理硕士

超越自我，追求卓越

CALL NOW (+6017) 719 6986

✉ jane@simplified-academy.com

🌐 www.simplified-academy.com

Why Executive MBA (EMBA)?

为何选读高阶工商管理硕士(EMBA)?



Endorsed by the Chartered Management Institute of U.K (CMI)

Benefit #1:

Uplift Your Professional Credential

提高您的信誉-国际认证的高阶工商管理硕士证书

Benefit #2:

Be Recognized Globally

获得国际认可

Benefit #3:

Recraft Strategy for Business Growth

重新制定业务增长战略

Benefit #4:

Exposure to Global Business Networks

扩展海外商业人脉

Benefit #5:

Skyrocket Your Career Advancement

实现职业方向的发展

What Will You Learn in This 5-Day EMBA Program?

您将在这5天的EMBA课程中学习

The 4 Keys to Business Success

企业致胜的4大关键

PURPOSE

Strategic Business Alignment

宗旨 | 核心策略

PEOPLE

Workforce Engagement & Empowerment

人源 | 人才战略



PROCESS

Business Operation Optimization

流程 | 精益求精

PERFORMANCE

Business Breakthrough & Sustainability

绩效 | 永续盈运

Purpose: Strategic Business Alignment

宗旨 | 核心策略

You will learn how to:

- Achieve organizational cohesiveness through strategic alignment
- Improve strategy accuracy and flexibility
- Effectively use of all resources towards organizational core objectives
- Gain long-lasting growth and profitability in the market via unique value creation

您将学习掌握:

- 有效的实践您的企业理念
- 提高策略精准度及灵活性
- 高效的运用资源，以贯通企业核心目标
- 塑造企业核心竞争力的盈利系统

Process: Business Operation Optimization

流程 | 精益求精

You will learn how to:

- Improve operation optimization that help your organization to compete effectively and efficiently
- Minimise the 7 deadly wastes in business operation
- Implement digital transformation solutions with " People – Process – Technology " Framework

您将学习掌握:

- 善用各种原则来大幅度的减低运营成本
- 多角度剖析企业转型的真相、思维与模式
- 跳脱市场萎缩与成本提升的压力
- 降低“7大浪费”
- 实现电子转型方案

People: Workforce Engagement & Empowerment

人才战略和管理

You will learn how to:

- Apply individuals' strengths to maximize team's outcomes
- Work in the team's capacities that best suit their talents and preference, resulting greater satisfaction and productivity
- Manage rewards and recognitions to ensure company's success

您将学习掌握:

- 擅用各人的技能
- 发掘人人工作责任心，促使您的企业形象专业化
- 规划和管理企业的奖励系统

Performance: Business Breakthrough & Sustainability

绩效 | 永续盈运

You will learn how to:

- Review current & future capital needs, plus determine the way to anticipate growth
- Identify new and competitive revenue opportunities
- Assess and improve financial reporting and planning
- Participate actively in strategic budgeting negotiations

您将学习掌握:

- 分析目前与未来的资金需求，预测未来的动向
- 鉴别新竞争和新商机的能力
- 评估和提高财务报告和规划
- 战略预算的谈判

Why Choose Simplified Academy?

为何选择 Simplified Academy?

Reason #1 : Globally Recognized Credential | 全球认可的EMBA证书

Our EMBA qualification is recognised by the Chartered Management Institute of U.K (CMI) which is backed by a unique Royal Charter and is the only chartered professional body for Management and Leadership that validates your competence as a leader and manager.

我们的EMBA获得英国特许管理学会(Chartered Management Institute of UK)的认可。CMI是英国唯一专注于管理和领导力的专业机构，也是世界权威的管理学会。CMI是被枢密院授予皇家宪章特许地位，是唯一能够授予特许经理地位（最高管理荣誉）的机构。

CMI是在英国政府支持下，由牛津大学、圣安德鲁斯大学、杜伦大学和英国雇主工会牵头成立，简直可以算得上是英国名校的“贵族圈”。

Reason #2: Industry-Driven | 以工商企业为主的学习(理论与实践)

Our lessons are specially designed for business owners and working professionals. They are concise and straight-to-the-point, in which you can apply immediately at work.

我们的课程专为企业家和职场人士设计。课程简洁明了，可以立即实践。

Reason #3: Learn from Successful Experts | 向行业的成功专家学习

Our lecturers are a mix of local and foreign successful industry practitioners who can provide you with first-hand experiences and proven strategies in managing organizations.

我们的讲师是来自本地和外国的成功行业从业者，他们可以为您提供管理组织的经验和行之有效的策略



Dr. Teoh Chen Ning

PhD (Mgmt), MA (UK),
B.Eng. (M'SIA),
HRDC-MoHR TTT (Panel Trainer)



Dr. Mohammed Arif

PhD (AUS), MSc (AUS),
BSc (AUS)



Dr. Steven Liew

PhD (UK), MBA (SG),
CIMA (UK)



Paul Gopalan

BSc (AUS), HRDC-MoHR TTT
(Panel Trainer)

Reason #4: Highly Practical 5-Day Course (100% Online - No Assignments, No Exams)

浓缩版EMBA 5天的课程 (100%在线, 无作业, 无考试)

100% online and straight to the point practical lessons. Weekend classes without interrupting daily job flow.

100%在线，实用的课程。周末上课，不打扰日常工作流程。

Reason #5: Highly Valuable 1-Year CMI Affiliate Membership 自动成为CMI的附属会员(1年)

CMI membership gives you the accessibility to a wide range of learning resources and the tools you need to take on any professional challenge. Whether you want to get ahead with your CPD, access to digital resources to support your learning or get inspirations to lead your team effectively.

These resources include CMI's online learning site, career development center, and mentoring services.

Stay up-to-date on the latest management trends, benefit from the guidance of CMI's top industry experts, and gain access to regional and global business events to expand your business networks.

有了这个身份，您就可享用范围广泛的学习资源，以增进知识和理解力。这些资源包括CMI的线上学习网站、职业发展中心以及指导咨询服务等。获取大量丰富的学习资源和发展机会，知晓最新的管理趋势，从 CMI 顶级行业专家成员的指导中获益，通过与 CMI 建立联系，进入英国名校“贵族圈”。