

HKGCC/MCAHK Workshop Series: **BUILDING MANAGEMENT CAPABILITY FOR THE KNOWLEDGE ECONOMY IN THE 21ST CENTURY**

- practical approaches & experience sharing for management at all levels & all industries

In the 21st Century, the business environment has been changing rapidly in response to the knowledge economy, globalization and political environment. Business organisation can no longer be defined as a set of discrete business units with well-structured boundaries. Rather, business managers need to deal with inter-related information and workflows that cut across the organisation, ending at multiple points of contact with customers.



Many companies have adopted the Enterprise Resource Planning (ERP) to integrate their core processes with related activities with a view to cutting out those that do not add value. Others emphasize on the corporate governance aspects to ensure performance of the organization. The series will be introduced by **Mr K K Yeung**, Chairman of the Management Consultancies Association of Hong Kong (www.mca.org.hk), also Vice Chairman of the Hong Kong General Chamber of Commerce. He will explain why a more holistic approach in building management capability for the knowledge economy in the 21st Century is necessary for Hong Kong and relevant to senior managers.

Workshop I: Building Capability Through Total Resource Management

Date & Time: 20 September 2004, Monday 6:30 pm – 9:30pm

Event code: T40920KF

One of the main factors that helps create business capability is the ability to add value to the processes in deploying resources. Traditional resource management only focuses on the availability of the resources and how resources are allocated. A holistic approach to resource management should include the determination of the "true cost" of each service or product, and the effective deployment of resources to produce optimum output or outcome. The talk will cover how activity-based costing could be integrated with process management to facilitate the building of business capability.

Workshop II: Measuring Enterprise Governance

Date & Time: 7 October 2004, Thursday 6:30 pm – 9:30pm

Event code: T41007KF

Corporate governance is an important key to success of an enterprise. While some companies are using the company vision, mission and values to polish their company image and treating strategic directions and company objectives as bureaucracy, a more serious approach puts focus on the quality and experience of directors. What has been largely ignored is to "align" the company activities, processes and operations with the company vision, mission and strategy. This alignment should enable the senior management to develop management capability, improve output and evaluate the performance of the entire organization. The talk will cover how balanced scorecard methodology could be used to provide a rational and quantitative approach to corporate governance through the measurement of company performance.

Workshop III: Collaborative Management – Beyond Reengineering

Date & Time: 10 November 2004, Wednesday 6:30 pm – 9:30pm **Event code:** T41110KF

Some companies consider that business process re-engineering is the only solution to improve efficiency and collaboration among processes. In fact merely adopting process re-engineering would result in ignoring the important issue of collaboration. Collaboration management is an important tool to relate the raw material suppliers, the manufacturing plants, the supporting functions, the marketing functions, the trade partners, as well as the end-users. Collaboration management is therefore a continuous task aiming to define, represent, improve, interpret and communicate the processes and activities within the enterprise. Effective collaborative management will not only bring about cost efficiency and competitive advantage, it will also help managers identify the weakness of the company and to predict outcome.

Speaker: Dr Horace H S Yuen

LLB (Hons)(London), MA (Syracuse), MEng (AIT),
PhD (La Trobe), CEng (UK), MHKIE, MBCS, MHKCS
Managing Director, ABCM Consulting (China) Ltd

Dr Horace Yuen, a trained Production Engineer, had worked in the private sector before he joined the HK Productivity Council as Consultant. In 1980, he joined the Government as the Senior Management Services Officer and his last posting in the Government was Assistant Director, Efficiency Unit. Horace has a Master of Arts in Public Administration from Syracuse University, USA and a PhD degree in Expert Systems & Management from La Trobe University, Australia. He also has a LLB (Hons) from University of London. Horace is the author of the books "Value-based Career" and "Value-based Life Nurturing". His third book entitled "Value-based Professionalism" is due to be published in April 2004.

----- ENROLMENT FORM -----

For registration and inquiries, please call or fax to Ms Wanda Chiu. Tel: 2823 1280 Fax: 2527 9843

Venue: Conference Room, HKGCC, 22/F, United Centre, 95 Queensway, Hong Kong
Language of Medium: English

Date	Workshops	Member* / Non-member (*either member of HKGCC or MCAHK)	Event Code
<input type="checkbox"/> 20/9/2004	I: Building Capability Through Total Resource Management	HK\$900 / HK\$1,100	T40920KF
<input type="checkbox"/> 7/10/2004	II: Measuring Enterprise Governance	HK\$900 / HK\$1,100	T41007KF
<input type="checkbox"/> 10/11/2004	III: Collaborative Management – Beyond Reengineering	HK\$900 / HK\$1,100	T41110KF
<input type="checkbox"/> 20/9, 7/10 & 10/11	* Special discount for enrolling 3 workshops (* to be enrolled by the same person)	HK\$2,200 / HK\$2,800	

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(N.B. Please print or write your name in block letters as the name given herein will be printed in your Certificate of Attendance.)

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Please write down **event code** at the back of the cheque and send by mail to: Ms Wanda Chiu, HKGCC, 22/F United Centre, 95 Queensway, Hong Kong. Bookings are confirmed by payment on a first-come-first-served basis. No refunds will be made after confirmation, a substitute will be accepted if you are unable to attend. In the event of under-subscription, all fees will be refunded.