

## BACKGROUND

Management innovation involves deliberate application of information, imagination, and initiative in deriving greater or different value from resources and encompasses all processes by which new ideas are generated and converted into useful products. This videoconferencing-based course will be a learning platform for SMEs to learn and share the latest trends and information on management innovation to achieve first-mover advantages, enjoy product success, capture market share, develop innovative, creative cultures, and ensure long-term sustainability so that they can enhance both their productivity and, more specifically, competitiveness in local and global markets.

In embedding innovation in organizations like SMEs, setting strategies, which can be seen as maps for the creation of breakthroughs, should be the top priority. In addition to the organizational vision of innovation as a central topic, strategies should cover assessing innovative capabilities, actions to close gaps between the vision and current status, methods to internalize change management, etc.

## **E-LEARNING COURSE ON MANAGEMENT INNOVATION IN SMEs**

Date: 15-18 January 2018, Time: 10.00am-5.00pm

Venue: Bilik e-Kuliah, Fakulti Sains, Universiti Malaya (UM)

### OBJECTIVES

- To enhance understanding of the concept and basic principles of management innovation in SMEs for higher productivity;
- To increase the capacity of SMEs to achieve long-term sustainability through the use of appropriate models of management innovation;

FEE : RM 500.00/per person

For further information, please contact:

Mr. Khidzir Ahmad

Malaysia Productivity Corporation

Email: [khidzir@mpc.gov.my](mailto:khidzir@mpc.gov.my)

Tel: 03-7951 2444

Fax: 03-7958 1697

### WHO SHOULD ATTEND

- Staff and managers of SMEs including owner;
- Policymakers or regulators involved in innovation policy for SMEs; or professionals with relevant backgrounds and experience.

### SCOPE AND METHODOLOGY

- Principles of management innovation for SMEs;
- Prerequisites for successful management innovation for SMEs;
- Encouraging and managing change for organizational breakthroughs;
- Successful models of managing innovation; and
- The role of management innovators.

Jointly Organised by:



# Registration Form

## **E-LEARNING COURSE ON MANAGEMENT INNOVATION IN SMEs**

Please fax the complete form to : 03-7958 1697

Any inquiries on registration please contact :

Mr. Khidzir Ahmad

Email : khidzir@mpc.gov.my Tel : 03—7951 2444

Company Name :	Contact Person :
Address :	Designation :
	Tel :
	Fax :
	E-mail :

### **Registration Fees : RM500/Per Person**

No	Name	Designation	Total (RM)	Mobile No	E-Mail

- Price shown inclusive of 6% GST
- Full Payment must be made upon registration.
- Substitutions—Replacements : You may replace participant at any time.  
MPC does not provide refunds for cancellations.
- Fee exclude accommodation.

### **Payment Method**

- Local Order
  - Cheque or Bank Draft payable to 'Malaysia Productivity Corporation'
  - Money Transfer : Malaysia Productivity Corporation  
: Malayan Banking Berhad, PJ Main | Account No : 564164438566
- (send a copy of payment / transfer slip to MPC with completed Registration Form to khidzir@mpc.gov.my)

Signature :