



MDIS BUSINESS SCHOOL

- Marketing For Starting a Business
- Understanding the Foreign Exchange Market in Practice
- Managing Money: 7 Habits Towards Financial Independence!

TRAINER'S PROFILE

TAN KIEN CHIANG, ANDY

Mr. Tan Kien Chiang is an active educator and researcher in behavioural study and consumer insights. He has worked across manufacturing, marketing and education industries. He was the qualitative marketing research manager for Asia-Pacific countries and has supervised focus group discussions and ethnography studies for Fast Moving Consumer Goods for Unilever brands. He was also the moderator for Next Generation Nationwide Broadband Network (NGNBN) Singapore.

With the aspiration of bridging the gap between research and practice, Mr. Tan pursued his Master Degree in the UK. He returned to Singapore, joined a marketing research company and worked on various research projects under Unilever brands and a government project.

Mr. Tan joined Management Development Institute of Singapore (MDIS) as a faculty member in early 2010. He is also a visiting lecturer in China, India and Uzbekistan. He has a passion for engaging and inspiring young generations and working professionals at all levels by applying the theory to real world business applications.

CLEMENT HO

Clement Ho has over 20 years of industrial experience trading and managing FX, interest rates and associated derivative products, across various G10 and emerging market currencies. He was Senior Vice President in the bank treasury front office trading department before joining the hedge fund industry as Senior Portfolio Manager with fund management companies both in Singapore and Hong Kong. He is currently a co-founder of a Registered Fund Management Company (RFMC) in Singapore, comprising of macro fund trading and private equity investment.

Clement has been invited to speak at business school and corporate training programmes in Hong Kong and China. He does course designing and training on financial market topics for professional learning. He is also a university associate lecturer in finance and economics. Clement is a Chartered Financial Analyst. He holds an MBA and BSc in Mathematics from NUS and a Postgraduate Diploma in Education from NIE/NTU.

HAU FRANCIS

Francis graduated from Imperial College, UK with a MBA majoring in International Business and Finance. He has 15 years of corporate business experience working for major multi-national corporations (MNC) such as Creative Technology Ltd, Fujitsu Asia Pacific Ltd and Alcatel-Lucent Singapore Pte Ltd.

Since the Great Financial Crisis in 2008, Francis has more than 12 years of experience in SME business and personal finance/investing. He is currently an MDIS Associate Lecturer for MBA Marketing programme. With his wealth of experience in MNC/SME businesses and personal investing, he is passionate to equip people with practical financial management skills.

MARKETING FOR STARTING A BUSINESS

Trainer: Tan Kien Chiang, Andy

COURSE SYNOPSIS

Marketing is both a core business function and an organisation-wide philosophy. The marketing concept, which can be expressed as ‘find a need and fill it, at a profit’, goes to the heart of an organisation’s need to articulate and pursue objectives, whilst generating value for its different stakeholders.

Throughout the course, learners are equipped with an understanding of the core concepts and principles of marketing, provided with knowledge of how marketers build and manage demand and create and sustain customer relationships.

The course emphasises the concept of customer value, introducing learners to the importance of understanding consumers and products which are key in marketing. It also explores and evaluates the decisions and approaches available to organisations for delivering customer value. This includes consideration of the various elements of the marketing mix, such as the role of product, brand, price, promotion, place and people.

COURSE DATE

September 2020
4, 11, 18, 25 (Fri)

October 2020
2, 9, 16, 30 (Fri)

November 2020
13, 20 (Fri)

UNDERSTANDING THE FOREIGN EXCHANGE MARKET IN PRACTICE

Trainer: Clement Ho

COURSE SYNOPSIS

With the onset of Covid-19, came tumultuous times for the financial market at large. Drastic policy measures by government and central banks have been implemented to calm the storm with implications on the global economic backdrop, financial assets and real businesses.

The foreign exchange (FX) market is the single largest financial market in the world with global turnover of more than \$5 trillion a day. With globalised trades of goods and services as well as overseas investments abound, demand for foreign exchange transactions, FX dealings as well as hedging of FX risks have become an integral part of many businesses and investments.

“Understanding the Foreign Exchange Market in Practice” is a foundation course, designed and taught by a veteran industry practitioner to impart essential knowledge on the practical workings of the foreign exchange market.

Participants will gain a holistic knowledge of various aspects of the FX market covering common products and applications, micro-structure and functions, practices and conventions as well as analyses and dealing approaches with hands-on practice.

COURSE DATE

September 2020
24-25 (Thu-Fri)

October 2020
1-2, 29-30
(Thu-Fri)

November 2020
12-13, 26-27
(Thu-Fri)

MANAGING MONEY: 7 HABITS TOWARDS FINANCIAL INDEPENDENCE!

Trainer: Hau Francis

COURSE SYNOPSIS

According to the OCBC Financial Wellness Index, people in Singapore are good at the basics of financial management (i.e. savings from salary, medical insurance and sticking to a budget).

However, many are not equipped for financial emergencies with about 49% having less than 6 months of savings. As for investing, 36% do not invest and 48% do not have passive income. About 73% are not financially well-prepared to enjoy their golden years.

Hence, the key question to ask will be... how do you equip yourself with essential financial literacy skills to navigate and thrive in a world of escalating cost of living where disruption to industries/jobs will increasingly become the norm?

To find out more, you are invited to attend this upcoming “Managing Money: 7 Habits Towards Financial Independence” seminar.

Equip yourself with the 7 key habits of money management as you embark on this exciting journey to financial independence!

- #1: Managing Your Income
- #2: Managing Your Spending
- #3: Managing Your Savings
- #4: Managing and Controlling Cashflow
- #5: Building an Income-Generating Portfolio
- #6: Managing the Income-Generating Portfolio
- #7: Cultivating a Purpose-Driven Life of Giving

You will be engaged in knowledge sharing, group discussions and practical applications that will empower you to become a better manager, saver and investor of the financial resources in your hands!

COURSE DATE

Jan 2021
16 (Sat), 17 (Sun)