



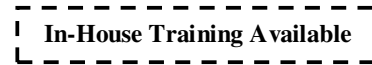
FMM Institute

Centre for Professional Development

Senior Management Development Programme

**GOOD CORPORATE GOVERNANCE: MORAL RESPONSIBILITY
AND ETHICS FOR SENIOR MANAGEMENT**

August 4 – 5, 2010



INTRODUCTION

Corporate governance is the set of processes, customs, policies, laws and institutions affecting the way a corporation (or company) is directed, administered or controlled. Corporate governance also includes the relationships among the many stakeholders involved and the goals for which the corporation is governed. An important theme of corporate governance is to ensure the accountability of certain individuals in an organisation through mechanisms that try to reduce or eliminate the principal-agent problem. A related but separate thread of discussion will focus on the impact of a corporate governance system in economic efficiency, with a strong emphasis on shareholders' welfare.

CONTENTS

Importance of Corporate Governance

- What is corporate governance?
- Why corporate governance?
- Principles and practice of good governance
- How to improve corporate governance?

Ethics and the Executive

- Business and employees
- Business and consumers
- Ethical dilemmas in business
- Ethical reasoning and corporate programmes

Business and Social Responsibility

- What is corporate social responsibility?
- Building socially responsive corporations
- Corporate social responsibility
- Managing business-government interactions
- Business and the environment

Cases for Corporate Governance

- The case for or against corporate governance
- The case of the whistle blower
- Metramac Case
- The Enron Case

OBJECTIVES

At the end of the programme, participants will be able to:

- appreciate the importance of corporate governance and its role in business;
- develop a higher level ethical and moral responsibility in their roles at work;
- understand the need to be involved in social matters and take social responsibility issues as part of business;
- learn to handle business-government relations professionally; and
- apply the knowledge in the day-to-day situation at the workplace.

WHO SHOULD ATTEND

CEOs, General Managers and Senior Managers.

METHODOLOGY

A workshop based programme with practical applications.

WORKSHOP LEADER



Mr Peter Chin is an independent consultant, providing services in business management, training and development. He has spent more than 20 years in the corporate world; assuming managerial roles with Standard Chartered Bank, Malaysia; Whitcoulls Ltd and Market Gardeners Ltd, New Zealand. Peter is qualified with a Master in Business Administration (MBA) from the University of Bath and holds associateship with the Malaysian Chartered Institute of Management. Peter is a Certified Trainer of the American Management Association (AMA). He is also a member of the National Association of Small Business International Trade Educators (NASBITE) in Portland, USA. He conducts in-house training programmes for large corporations like PERNAS, RENONG, UMW, SAPURA, ABB, Bristol-Myers, George Kent, Anakku Group and Government bodies like MIMOS, FAMA and MINDEF. He also conducts public seminars in the ASEAN region and provides consulting services to small- and medium-sized industries.

ADMINISTRATIVE DETAILS

Dates : **August 4 – 5, 2010 (Wednesday – Thursday)**

Time : 8.30 am – 5.30 pm

Venue : Holiday Inn Glenmarie
1, Jalan Usahawan U1/8
Seksyen U1, 40250 Shah Alam
Selangor Darul Ehsan

- Early Bird Fees * : FMM Members – RM 1,500 per participant
Non-Members – RM 1,700 per participant
International Delegates – USD 480 per participant
(Registration and payment received by March 29, 2010)
- Fees : FMM Members – RM 1,800 per participant
Non-Members – RM 2,000 per participant
International Delegates – USD 550 per participant
(Registration and payment received after March 29, 2010)
- Group Discount * : Enjoy 10% discount off the regular fees for 3 or more participants
from the same organisation and of the same billing source

** Only one scheme applies*

(Fees include course materials, Certificate of Attendance, lunch and refreshments)

Registration is on a first-come-first-served basis. Cheques made in favour of the **FMM Institute** should be forwarded before **March 29, 2010**. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute would be deemed as confirmed.

All cancellations must be made in writing to FMM Institute. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 8 – 13 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 7 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the course leader, reschedule or cancel the programmes and all efforts will be taken to inform participants of the changes. Should the event be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

For further enquiries, please contact:

Ms Ravathi / Pn Hafifah

FMM Institute

Tel: 03-62867200 Fax: 03-62756064/62776712

* Visit us at www.fmm.edu.my

REGISTRATION FORM

**GOOD CORPORATE GOVERNANCE: MORAL RESPONSIBILITY
AND ETHICS FOR SENIOR MANAGEMENT**

Wednesday - Thursday

August 4 - 5, 2010

Holiday Inn Glenmarie

The Manager

FMM Institute

Tel: 03-62867200

Fax: 03-62776712 / 62756064

Please tick (√) accordingly:

PSMB Scheme

SBL

Non-Contributor

Require vegetarian meal

Yes

No

Dear Madam,

Please register the following participant(s) for the above programme.
(To be completed in BLOCK LETTERS)

1	Name	Designation	E-mail
	_____	_____	_____
	Nationality	IC No.	
	_____	_____	

2	Name	Designation	E-mail
	_____	_____	_____
	Nationality	IC No.	
	_____	_____	

(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. _____ for RM _____

being payment for _____ participant(s) made in favour of the **"FMM Institute"**.

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____

Address: _____

FMM Membership No.: _____ My Corporate Identity No.: _____

Tel No.: _____ Fax No.: _____ Date: _____