



FAKULTI PERNIAGAAN DAN EKONOMI  
*Faculty of Business and Economics*



# EXECUTIVE DEVELOPMENT PROGRAMME (EDP) 2025

Prepared By:

**CENTRE OF BUSINESS EXCELLENCE (CBE)  
FACULTY OF BUSINESS AND ECONOMICS,  
UNIVERSITI MALAYA**



# About Us

The Faculty of Business and Economics (FBEc) at Universiti Malaya is a leading provider of business, management, and economics education in Malaysia. We offer high-quality programs and conduct applied research tailored to meet the needs, expectations, and aspirations of the community.



Aligned with FBEc's mission, the Centre of Business Excellence (CBE) was established to strengthen industry engagement by offering comprehensive educational and training opportunities that address the evolving needs of professionals and businesses. Our dedication to continuous learning is evident in our tailored approach to upskilling and professional development.



# Overview

The Executive Development Programme (EDP) offers a dynamic and results-driven learning experience, designed to equip senior professionals with the skills and knowledge required to drive business success.

Through a blend of MBA-style lectures, group discussions, problem-solving tasks, and case studies, the programme fosters an interactive and engaging environment. EDP empowers participants to make informed, confident business decisions and strategically position their organizations for sustainable growth.

The programme covers key strategy and leadership challenges, along with the latest business trends. With a focus on analytical rigor, the curriculum includes entrepreneurship, organizational behavior, ethics, and leadership, preparing participants to lead effectively in today's complex business environment.



# Learning Outcomes

The Executive Development Programme (EDP) spans six (6) to twelve (12) months, tailored to meet the specific needs of the client. Upon successful completion, participants will be able to:

- **Stakeholder Communication**

Demonstrate professional communication skills with stakeholders, fostering stronger relationships and engagement

- **Leadership Effectiveness**

Identify and evaluate key leadership traits, values, and behaviors, distinguishing between effective and ineffective leadership

- **Adaptability & Innovation**

Understand the impact of environmental dynamism, technological change, and innovation on business operations

- **Strategic Development**

Formulate and implement a business strategy that balances both immediate and long-term organizational objectives

# Methods of Delivery

Each module integrates the latest industry best practices and employs a multidimensional approach to learning, ensuring a dynamic and impactful training experience. The key delivery methods include:



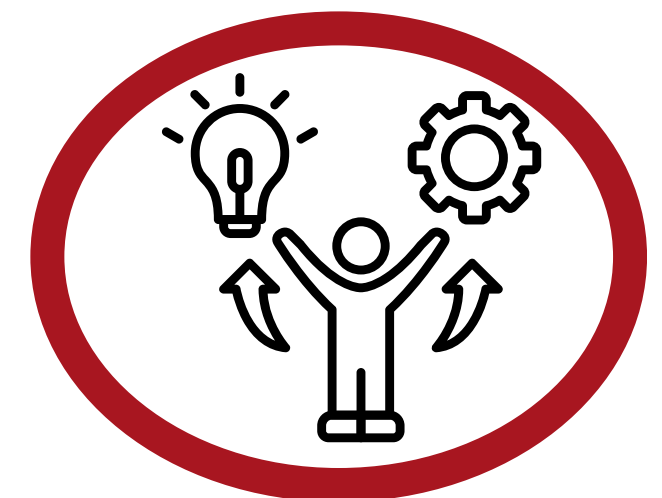
**Lectures**



**Group Discussions**



**Case Studies**



**Practical  
Exercises/  
Assignments**

# Training Modules

EDP contains four (4) modules:

## **Module 1:**

- Professional Business Presentation Skills Activate Your Communication Ability
- Behavioural Management: The Battle in 'Me', 'You' and 'Us'

## **Module 2:**

- A Good Boss, A Good Staff
- Leadership

## **Module 3:**

Entrepreneurship Spirit

## **Module 4:**

Strategy Dynamics of Corporations



## **MODULE 1**

- **ACTIVATE YOUR COMMUNICATION ABILITY**
- **BEHAVIOURAL MANAGEMENT: THE BATTLE IN 'ME', 'YOU' AND 'US'**

This module focuses on enhancing participants' interpersonal skills across diverse organizational levels by developing effective communication strategies tailored to individual personalities. Participants will gain a deeper understanding of diversity, emotional intelligence, and personality traits, fostering better communication between leadership and employees. Key areas of focus include bridging the gap between managerial and employee needs, as well as fostering teamwork and collaboration within a dynamic work environment.

Duration: 5 days



## **MODULE 2**

- **A GOOD BOSS, A GOOD STAFF**
- **LEADERSHIP**

This module aims to analyze the key competencies required of today's leaders while encouraging self-reflection to help participants identify their strengths and areas for improvement. It will explore the power of influence and effective leadership styles. Additionally, participants will gain insight into governance and ethical issues within organizations, along with practical techniques for analyzing and resolving these challenges, empowering them to lead with integrity and responsibility.

Duration: 5 days



## **MODULE 3**

- **ENTREPRENEURSHIP SPIRIT**

This module explores the impact of diversity and technological changes on the business environment. It focuses on how intrapreneurs adapt to emerging technologies and the role of organizational culture in fostering innovation. Participants will learn how to reshape the workplace to create an environment where intrapreneurs can thrive, driving growth and adaptability within the organization.

Duration: 5 days

## **MODULE 4**

- **STRATEGY DYNAMICS OF CORPORATIONS**

The Strategy Dynamics of Corporations module equips managerial-level participants with the tools to analyze, adapt, and sustain corporate strategies in an ever-evolving business landscape. Through real-world scenarios and practical insights, participants will learn to develop strategies that effectively address both immediate challenges and long-term objectives, ensuring organizational growth and resilience.

Duration: 4 days

# The Trainers





# MODULE 1: ACTIVATE YOUR COMMUNICATION ABILITY

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## MS. AZHANNI MUHAMMAD

Azhanni Muhammad has over 20 years of experience in academic and corporate training. She earned her B.Ed. TESL in 1995 and an MSc in Corporate Communication in 2003 from Universiti Putra Malaysia. In 2008, she completed her MA in Communication Studies at Ohio University, USA, where she is currently pursuing a Ph.D. in Communication Studies with a focus on Organizational/Corporate Communication, specifically in Crisis Communication and Image Repair Strategy.

Her extensive training background includes work with diverse public and private sector clients, such as the Public Service Department of Brunei, Malaysia's Ministry of Defence, Kuala Lumpur City Hall, and major corporations including Panasonic, Daikin, Monier and many more.

# MODULE 1: BEHAVIOURAL MANAGEMENT - THE BATTLE IN 'ME', 'YOU' AND 'US'

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## DR PONMALAR A/P N ALAGAPPAN

Ponmalar is a Senior Lecturer in the Department of Management & Marketing at the Faculty of Business and Economics. With over 15 years of experience in entrepreneurial education, she excels in guiding students to succeed in online business and social enterprises through innovative, experiential learning methods.

She is a skilled communicator with strong analytical and relationship-building abilities. Dr Ponmalar has also led corporate training on motivation, personality, and diversity. She holds a PhD in Human Resource from Universiti Malaya (UM), an MBA from Universiti Putra Malaysia (UPM), and a BA (Hons) in Psychology from Universiti Kebangsaan Malaysia (UKM).

# MODULE 2: A GOOD BOSS, A GOOD STAFF

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## **ASSOC. PROF. DR NORIZAH MOHD MUSTAMIL**

Norizah Mohd Mustamil is an Associate Professor in the Department of Management and Marketing at Universiti Malaya. She earned her DBA from Curtin University and an MBA from Universiti Malaya. Her research, which spans strategic management, leadership, and human resource management, is highly interdisciplinary.

Associate Professor Dr Norizah has authored books and journal articles and has significant consultancy experience with organizations such as the Farmers' Organisation Authority (LPP) and PEMANDU. She was also the Director of the Project Management Centre and Associate Vice-Chancellor (Corporate Strategy) from December 2021 to December 2023. Her areas of expertise include business ethics, human resource management, and leadership.



# MODULE 2: LEADERSHIP

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## EMERITUS PROF. DR MOHD NAZARI ISMAIL

Mohd Nazari Ismail is the Chairperson of BDS Malaysia and Director of the Hashim Sani Centre for Palestine Studies at Universiti Malaya (UM). He is an Emeritus Professor at UM's Faculty of Business and Economics. He was previously Dean of the Faculty of Business and Accountancy and Head of the Strategic Planning and Development Unit of the Universiti Malaya.

Prof Nazari has consulted for various organizations, including FELDA, Dewan Bahasa and Pustaka, Proton, Matsushita, and the Royal Malaysian Police. He holds a B.Sc. in Economics from the University of Wales, an MBA from the State University of New York, and a PhD from Manchester Business School.

He was a Fulbright Scholar at the University of Michigan in 1999, a Fulbright Visiting Specialist at Pfeiffer University in 2005, and a visiting fellow at Oxford Center for Islamic Studies in June 2005.

# MODULE 3: ENTREPRENEURSHIP SPIRIT

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## DR AZNI ZARINA TAHA



Azni Zarina Taha (PhD, Aston University) is the Executive Director (Bursar) of UMGiving at Universiti Malaya. With a PhD in strategy, an MBA from Universiti Malaya, and a BSc from the University of Missouri, she blends academic expertise with extensive consultancy experience.

She teaches corporate strategy and change management, applying both theory and insights from her consultancy work. Dr. Azni has delivered training for organizations like Panasonic Malaysia, the Malaysian Armed Forces, and Infineon Technologies.

Her consultancy experience spans diverse sectors, advising high-profile organizations such as KPDN, MATRADE, and KWAP, and working on projects like the Aerospace Industry 4.0 Readiness Index (AIR4S) and profiling mosques for the Islamic Tourism Centre.

# MODULE 4: STRATEGY DYNAMICS OF CORPORATIONS

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# Contact Us



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