

A 2-day course on

Understanding Contemporary Programmes for Today's Corporate Governance

COURSE HIGHLIGHTS:

- 1. THE 4 CARDINAL ELEMENTS OF CORPORATE GOVERNANCE.**
- 2. WHY IS TODAY'S HYPE TO DELIVER GOOD CORPORATE GOVERNANCE.**
- 3. INTERNAL STAKEHOLDERS' INTERESTS IN CORPORATE GOVERNANCE.**
- 4. EXTERNAL STAKEHOLDERS' INTERESTS IN CORPORATE GOVERNANCE.**
- 5. MEETING YOUR ORGANISATION'S NEED TO MANAGE FIVE URGENT ISSUES IN TODAY'S MANAGEMENT OF ORGANISATIONS VIS A VIS CORPORATE GOVERNANCE.**

INTRODUCTION

Countries throughout the world, even in closed or socialist and semi-socialist economy, have evolved guidelines and codes on corporate governance. Malaysia for example has revised its Corporate Code of Corporate Governance in October 2007. With or without the revision, the constant fact is that any business or non-business outfit will collapse, even how mighty and huge it is, if fundamental issues of corporate governance and the duties and roles of every one in the organisation are not fully understood or observed.

This Course will share with participants five important or compelling management focuses or areas that today's organisations have to nurture and practice. And because of the changing global events today, these five focuses are not just peculiar

to Malaysian incorporated institutions, but they have become the buzz-word or hype throughout the world.

OBJECTIVES

- i. Gaining deeper insights into the meaning of today's corporate governance.**
- ii. Understanding the corporate governance's compliance needs from the point of external view of the Regulators, as well as the internal views of the aspirations of the Board, Senior Management, Employees, and Investors to manage their organisations with prudence and greater commitment.**
- iii. Awareness of the 5 contemporary issues of (i) anti-money laundering/anti-terrorism financing management , (ii) BCP/crisis/disaster management, (iii) enterprise-wide risk management, (iv) corporate social responsibility (CSR) management, that are focal to today's corporate management throughout the world, (v) Risk management, compliance, audit and board/management committees.**
- iv. Knowing that effective corporate management means managing well the (i) product/services, (ii) network/delivery channel, and (iii) customers/users; and that this is critical agenda if business and organisational resilience are to thrive amidst today's stiff competition and higher customers' expectations.**
- v. Learning that good corporate governance programme will not only ensure compliance with today's Code of Corporate Governance; but equally important is implementing corporate governance programme to expand shareholders' values.**
- vi. Appreciating that managing business or non-business outfit today is very different from yonder years, with Change as the constant factor to manage.**

Who should attend:

All personnel, officers, executives, and managers who are in the management and board team, and who are looking for new areas of management focuses today with the view to enhance higher level of corporate governance in their organisations.

In specific, the following individuals/functions:

- Chairman and board of Directors.**
- CEOs, MDs, COOs, GMs.**
- Company Secretaries.**
- Corporate Affairs, Legal Officers/Managers.**
- Accountants/Finance Managers.**

- **Strategic Planning Officers/Managers.**
- **Audit and Risk Managers.**
- **Operations Officers/Managers.**
- **Compliance Officers/Managers.**
- **Admin Officers/Managers.**
- **Investors.**
- **Academicians.**

This course will benefit the management of these companies / organisations:

- **Public Listed Companies.**
- **1st and 2nd Board Listed Companies.**
- **Masdeq Companies.**
- **Government Bodies, Agencies.**
- **Government-linked corporations.**
- **Financial Institutions.**
- **Insurance companies.**
- **Foundations.**
- **Trustees.**
- **Fund/Asset Management Institutions/Companies.**
- **SMEs.**
- **Higher Learning Institutions.**
- **Regulatory / Enforcement Agencies.**

Course materials:

Participants will receive hand-out notes in Powerpoint format, articles and extracts on corporate governance issues, and three complimentary management books written by the Course Co-ordinator titled as follows:

- (i) **Effective management of business organisations.**
- (ii) **Managing tomorrow's organisations.**
- (iii) **Enterprise-wide risk management made easy, 2nd edition.**

COURSE CONTENT

- 1. ELEMENTS OF CORPORATE GOVERNANCE**
- 2. Accountability/Responsibility. Integrity/Honesty, Openness/Transparency, Fairness.**
- 3. THE HYPE TODAY FOR ORGANISATIONS TO DELIVER THEIR GOOD CORPORATE GOVERNANCE.**
- 4. MANAGING THE INTERNAL STAKEHOLDERS' INTERESTS IN CORPORATE GOVERNANCE.**

5. **MEETING THE EXTERNAL STAKEHOLDERS' INTERESTS & EXPECTATIONS IN ORGANISATIONS' CORPORATE GOVERNANCES.**
6. **FIVE COMPELLING ISSUES THAT THE BOARD AND MANAGEMENT ARE CONCERNED ABOUT TODAY.**
 - Enterprise-wide risk management
 - Anti-money laundering and anti-terrorism financing
 - Business continuity planning
 - Corporate social responsibility
 - Audit, compliance and management reviews
7. **PROGRAMME/TOOL TO ENHANCE CORPORATE GOVERNANCE EFFECTIVENESS.**
 - Risk management department/function
 - Compliance department/function
 - Internal audit department/function
8. **ENTERPRISE-WIDE RISK MANAGEMENT (EWR) PROGRAMME**
 - Understand what EWRM is all about.
 - What does EWRM entail?
 - The hype in today's EWRM.
 - Objectives/benefits of EWRM.
 - How effective EWRM engenders good corporate governance.
9. **BUSINES RESILIENCE AND OPERATIONAL CONTINUITY.**
 - Implementing effective BCP (business continuity planning) to stay prepared, ensure operational continuity, and business survival.
 - BCP and good crisis/disaster management for organisational resilience.
10. **CORPORATE WEALTH HINGE UPON THE PROPER MANAGEMENT OF 3 VARIABLES.**
 - Products/Services.
 - Networks/Delivery channels.
 - Customers/Users.
11. **INSIGHTS INTO ANTI-MONEY LAUNDERING & ANTI-TERRORISM FINANCING (AML/ATF).**
 - How failures in AML/ATF programme affect organisations' corporate governance.
12. **RISK MANAGEMENT, COMPLIANCE PROGRAMME, INTERNAL AUDITS AND BOARD/MANAGEMENT COMMITTEE.**
 - Understanding risk management function.
 - Compliance initiatives to meet legal/regulatory requirements.

- Internal auditing---in-house and outsourced options.
- Corporate governance tool/forum: Board and management committees.

Learn from the Course Co-ordinator



(Dr) Joseph Eby Ruin @ (Dr) Josef.

FCCA(UK); CA(M'sia); Hon DBA-Mgt Phi(Kursk).

Joseph Eby Ruin graduated in ACCA(UK) in 1976, was an Associate Member in 1979, and elevated to Fellow Member in 1984. He was admitted as a member of The Malaysian Institute of Accountants in 1983. For his many publications of management books, newspaper articles, and conference/seminar/workshop papers, he was conferred an honorary degree of Doctor of Business Administration (Mgt Philosophy) by Kursk State Technical University Russia. He was elected the Regional Director for the

Malaysian Chapter of PRMIA (Professional Risk Mgrs' International Association) in November 2007. He is currently a Committee-member of FAAM(Fulbright scholars Alumni Association of Malaysia).

Executive/managerial experience:

Joseph's executive and managerial career spanned the past 3 decades. Throughout this 30 years, he worked in 6 different banks as Branch Manager and later holding various posts at the corporate head office. He also worked in 5 non-banking organisations where he held various executive/ managerial capacities, as Head of Internal Audit/Chief Auditor and Secretary to the Board's Audit Committee. His last job before he retired in April 2007 was as the Chief Risk Officer/Head of Risk Management Division of a large Malaysian commercial bank. He is now the Principal/Proprietor of RiskFirst Consultancy & Training Services.

Sabbatical work:

He was awarded the US-sponsored Fulbright Professional Exchange Program in 1995/96. For this sabbatical in the US he was attached to the Institute of Internal Auditors Inc Head Office at Altamonte Springs Florida; where he participated in a 3-month auditing & corporate governance review workshops in Orlando Florida, Pheonix Arizona, Dallas Texas, and in Washington DC. In May 2004 he participated in the intensive workshop/seminar on risk management at INSEAD Paris France.

Speaker:

Joseph is a regular speaker/facilitator/panel chairman for public and inhouse forums / workshops and conferences. He has accepted invitations to deliver his papers in Kuala Lumpur, Mekong Institute Khon Kaen University Thailand, Melbourne Australia, Fontainbleu Paris France, Shanghai China, Sydney Australia, Bangkok Thailand, Mumbai India, Singapore, Phnom Phen Cambodia, Orlando Florida, Hanoi & Ho Chee Min City Vietnam, Hong Kong, Brunei, Nairobi Kenya, Mauritius, Beijing China, Manila Philippines, Seoul Korea , and in Bali and Jakarta Indonesia.

Newspaper and journal articles:

Since 1996 Joseph has contributed articles focusing on his areas of work. These articles are published in the local Malaysian newspapers (the NST) regularly, as well as in Malaysian business-magazines and professional newsletters/journals.

Management books:

Joseph has authored 19 management-books titled (1) Enterprise-wide Risk Management Made Easy, (2) Managing Operational Risks in Organisations, (3) Managing Crisis in Organisation, (4) Managing Tomorrow's Organisations, (5) Guide to Effective Management of Business Organisation, (6) Guide to the Management of Anti-Money Laundering and Counter-Financing of Terrorism, (7) (viii) Business Planning and Report Writing, (8) Getting One Step Ahead of the Pack, (9) Managing People and Business, (10) Managing Effective Teams in Organisations, (11) Managing Service, Finance, Credit and Debts, (12) Essentials of Managing Yourself, (13) The Art & Soul of Project Management, (14) Banking and Finance in Malaysia, (15) Guide to Import and Export Trade in Malaysia, and (16) Guide to Obtaining Bank Financing, (17) Internal Auditing, and two books for The Malaysian Institute of Corporate Governance, namely (18) Audit Committee....Going Forward Towards Corporate Governance and (19) The Essentials of Corporate Management.

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