



Advanced Business Management

23rd April to 11th May 2018

The Advanced Business Management course looks at how postal operators can undertake strategic and business planning. Through in-class seminars, site visits, external presentations and group exercises, participants will be given a thorough overview on issues involved with managing their businesses. The course looks at theoretical and practical business models reviews, and case studies from many postal operators how posts can reinvent themselves. Sessions on business excellence and sustainability highlight the importance of quality and viability for postal businesses. The course is led by APPC Course Director Mr. Anucha.

Marketing Strategy	Analysis	Strategy formulation
Reinvention	Effective communication	Innovation
Case Studies	Case Analysis and Exercises	Site Visits
Harnessing capabilities	Business Leadership skills	Sustainable Business Model



Mr. Anucha, who joined APPC in August 2014, will deliver the ABM course. With a background in Thailand Post with over 20 years experience working in the postal sector. From 2014, he had conducted many Extended Training programs abroad (Malaysia, Macau, Hong Kong, Myanmar, Brunei Darussalam, Vietnam and Laos.) As a Thai national, he is well placed to advise participants on how to get the most out of their stay in Bangkok.



Course Schedule

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Introduction & Ice Break & Admin briefing	Global Postal Environment	Sharing information for Post and Partners	Strategic Imperatives for Posts	Global Postal Strategy and exercises
PM	Bangkok in Five Hours	ABM Course Overview	Participant Presentations	In Class Exercises	Visit to Thailand Post Post Office

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Introduction to Corporate Level Strategy	Thailand Post Corporate Strategy	Optimizing the value of Corporate Strategy	Dynamic of Corporate Strategy	Summary of Corporate Level Strategy
PM	Unique Capabilities Identification	Leadership and Corporate Transformation	Benchmark visit to DHL	Case Study and Exercises	International Food Festival

Week 3	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Business Communication and Techniques	Benchmark visit to Logistics Company	Business Leadership Skills	ABM Final Presentations	Course Summary
PM	Exercises	Exercises and Summary	Exercises	ABM Final Presentations	Graduation & Lunch

Breaks at 1000 and 1445 and lunch 1145-1315 (1145-1345 Fridays)

Text in Red – non-course sessions

Text in green – offsite to inspire innovative thoughts and external stimuli

Text in bold – sessions provided by external presenters

For information on dates and prices please contact admin@appu-bureau.org

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