



University of St Andrews
School of Management



WORLD'S FIRST ON-LINE, GLOBAL SUN TZU ART OF WAR PROGRAM

Post-crisis, you must go beyond
classical MBA classes and cases:
Develop your deep, strategic thinking.

Post-global crisis, the world is radically transformed. Now is no longer East versus West: it is survival of the fittest. You need to have the sharpest mind, be deeply strategic in your thinking. Yes, a holistic mind that senses the underlying inter-connectivity of events.

In the past, it was "Who Dares, Wins" but now it is

"Who Thinks, Wins"

and thinking strategically. Timed for this post-crisis era is this on-line learning experience is designed for the competitive strategist. It is for the man or woman who wants self-mastery in the art of sharp, fast and deep strategic thinking: he or she able to perceive the inter-connectivity among events, happenings and things. In designing the online learning experience, there is an integration of Eastern and Western approaches to skills development. The schema for the theory underlying this program is provided conceptualized below:



© Dr FOO Check Teck

This uniquely innovative approach to developing your strategic mind is invented by Professor Dr Foo Check Teck. He is globally renowned for his award winning research into Art of War Corporate Strategy. He created based on the writings of Art of War, the world's first psychobiography of Sun Tzu, probably China's greatest strategic thinker. *Straits Times* name him Singapore's *Man of Renaissance* for his diversity. He recently founded successfully the *Chinese Management Studies*, UK Emerald Publishers and was expert on Sun Tzu's thinking on a History Channel Art of War production.



The building blocks of this on-line, self-learning program are grounded on the following texts: *The Art of War* by Sun Tzu as translated by and re-created into 157 Cards of Art of War (first card as "Tao of Survival, Mastery of the Way Leading to Survival), *Reminiscences of an Ancient Strategist: Mind of Sun Tzu* (winner of Singapore's top book prize) and *Organizing Strategy: Sun Tzu Business Warcraft*.

Building Blocks of Dr FOO Check Teck's On-line Art of War Program

The program is designed to meet the different needs of different people for knowing the Art of War. For those who want to have a thorough grounding in Art of War, the first building block is most appropriate: Sun Tzu Art of War (Basic). Next is for those who want to challenge of developing their Unconscious for strategic thinking, it is Sun Tzu Art of War (Intermediate). Finally, it is Sun Tzu Art of War (Advanced) for those who wish to interconnect the Art of War to the organizing of businesses.



Dr CT FOO's on-line learning program emphasizes the critical aspects of strategy. For example, it is timing: same in sports as it is stock trading. You time it right you win. Dr FOO Check Teck (Distinguished Professor of Finance, Baruch College, City University of New York) demonstrating the claw of the eagle in emphasizing timing for strategy. Sun Tzu did the same: he uses the metaphor of eagle for emphasize timing (see Card on Art of War).

Genghis Khan: The World Conqueror

The true prize for mastering strategy is not in a master's degree or diploma. It is to win in often ruthless competition. The Mongol Genghis Khan became the world's greatest war strategist by winning battles. His stratagems were often devised inside Yurt or on his white war horse! Thus Dr FOO Check Teck, Professor and Honorary Chair of University of St Andrews, Scotland, UK believes in the same philosophy. He requires those who truly want to be a Sun Tzu Strategist, to compete in a grand finale. Participation in the grand finale is for those who had already completed the basic, intermediate and advanced programs. They had to win in an organized dynamic game against like competitors. Only the top winner will win the Institute's title of "Certified."



Online Registration

Gain a significant advantage in competition today.

- Sun Tzu Art of War (Basic) USD100
- Sun Tzu Art of War (Intermediate) USD200
- Sun Tzu Art of War (Advanced) USD300

Visit www.suntzuartofwar.org and follow the simple instruction to register.

In-House Customized Training & Consultancy

We deliver customized designed courses that are tailored to your organizational needs. Our professional trainers are experts in Leadership with extensive international experience.

Speak to us today @ **(65) 6736 3633** or enquiry@suntzuartofwar.org for a Free Training Needs Assessment

Aventis School of Management

100 Orchard Road #04-100 Concorde Hotel Singapore 238840 Tel: 6720 3333 Fax: 6720 2222 Website: www.aventis.edu.sg