



Advanced Business Management

18th January to 5th February 2021

In this online course by Asian-Pacific Postal College, you'll gain an end-to-end perspective of advanced business management that starts with gathering customer insights, move through business strategies and execution, and leadership management in an fast changing time. The 3-week course provides an interactive, collaborative online environment, participants will be given a thorough overview of issues involved with managing the businesses. Sessions on business excellence and sustainability highlight the importance of quality and viability for postal businesses. The course is led by APPC Course Director Ms.Yu Yan.

Marketing Strategy	Analysis	Strategy formulation
Reinvention	Effective communication	Innovation
Case Studies	Customer insight	Group work
Harnessing capabilities	Business Leadership skills	Sustainable Business Model



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)

