



February 12, 2020

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11th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM
(11ASMDP) JULY 12 to 19, 2020

Greetings from Harvard Business School Alumni Club of Malaysia!

In response to the need to enhance the skills of potential leaders for future business opportunities, Harvard Business School Alumni Club of Malaysia (HBSACM) in collaboration with Senior Faculty members from Harvard Business School, Boston, Massachusetts, USA will be organizing the 11ASMDP. This intensive one week residential Program scheduled from July 12 to 19, 2020 to be held at the Bangi Resort Hotel, Selangor, Malaysia, is sanctioned by Harvard Business School, USA.

This Program, using the Harvard Business School well known Case Study Method of teaching is designed to provide some management tools and concepts as well as develop Professional Relationships with a diverse range of participants from Malaysia and the region in a highly collaborative environment giving a real advantage in today's challenging market conditions.

Though the Program is for Senior Managers, but the past 28 Programs (10ASMDP and 18SMDP) were mainly attended by Senior Management team of Public and Private Sectors from Malaysia and overseas.

This year's Program comprising two modules will be taught by the following HBS Professors:-

- 1. Business Government & The International Economy*** by
Prof Richard Vietor
- 2. Leadership*** by *Professor Rakesh Khurana*



**Business Government & the International Economy (BGIE) by
Professor Richard Vietor**

Most of the managers and civil servants in Malaysia conduct business or public policy in an increasingly globalized context. Trade, investment, finance, sourcing and, indeed, competition have become thoroughly international. Understanding the environment of business is the objective of BGIE.

The global economy module introduces country analysis – the method of assessing national political economies taught at the Harvard Business School. It will begin with the Asian high-growth trajectory – examining Singapore, India and China turning to emerging markets – like Saudi Arabia, Mexico and South Africa – and finally look at rich countries – Portugal and Europe’s debt crisis, and the US current account deficits.

Basic tools of macroeconomics analysis like national income accounting and balance of payments accounting, inflation and real interest rates, total factor productivity, fiscal and monetary policy, income distribution and foreign direct investment will be introduced.

Richard Vietor:

(Baker Foundation Professor of Business Management at the Harvard Graduate School of Business Administration).

Leadership by Professor Rakesh Khurana

The focus of this module on teams is twofold. First, it is to explore the realities of the expectations and pressures placed on managers in building global teams. Because teams accomplish so much of the work in today's organizations, managers must be skilled at participating in and leading teams. This segment of the course explores the multiple factors that shape the development, dynamics, and effectiveness of groups. The module looks particularly at the determinants of group culture and performance and what happens when one attempts to change a group’s culture to a global top management team. Building on this understanding, it will then examine the manager's role in designing and building an effective team and the impact of the manager's style on the team's behavior and performance.



The second part of the sessions focuses on strategy, alignment, and leading change. Leaders' attempts to renew or change their organizations often fail. This segment of the course will compare and contrast efforts to transform organizations in order to identify critical stages and activities in the change process. Different approaches for developing and communicating a vision for an organization and for motivating people to fulfill that vision will be identified. The following questions will be addressed: What are the primary sources of resistance to change? What are the most appropriate ways for overcoming them? What change strategies "work" and under what conditions?

Rakesh Khurana:

Marvin Bower Professor of Leadership Development at the Harvard Business School, Professor of Sociology and Organizational Behavior at Harvard University and the Dean of Harvard College since 2014.

The participation fee of RM 20,000 is inclusive of tuition, case materials, single room accommodation and meals and SST.

All the past Programs are claimable under SBL Scheme. We are in the process of applying for similar approval from Pembangunan Sumber Manusia Berhad (HRDF).

I am pleased to report that participants of the past Programs have awarded high rating for the Programs and HBS Professors who facilitated the Programs.

Upon completion of the Program, the participant will receive a certificate from the Guest-of-Honour at the Graduation Ceremony on Saturday July 18, 2020.

Since its establishment in 1977 the Club has organized 28 Executive Education Programs comprising of 18SMDP and 10ASMDP. More than 2600 Senior Managers from Public and Private Sectors from Malaysia and Asean Countries have attended these Programs.

The past Executive Programs organized by HBSACM since 1980 have significantly contributed to the Professional development in business management of the practicing Managers both in Public and Private sector.

Brochures for the Program are being prepared and will be share at our website once ready.



For registration and further information about the Program you may advise your candidates to call Pn Rose and Pn Lina at 03-7956 1192 or email at hbsacm@gmail.com

Wishing you and your company all success for Year 2020 and beyond.

I look forward to welcome participants from your organization.

Kindest Regards,

Dato' Seri Ir Dr Zaini Ujang
President HBSACM