



HBSACM

Harvard Business School

Alumni Club Of Malaysia Newsletter

SPECIAL POINTS OF INTEREST:

14th SMDP is fully
subscribe

One Day Seminars On
2nd and 9th August

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Send it to:

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2006 ISSUE NO. 1

JUNE 2006

14th Senior Management Development Program (SMDP)

Start on 30th July 2006

The **Senior Management Development Program (SMDP)** is an innovative course organized by Harvard Business School Alumni Club of Malaysia (HBSACM), designed to create outstanding managers who can lead organizations through periods of growth and turbulence, while generating sustainable value.

With the help of four very experienced Professors from the renowned Harvard Business School and a long-standing tradition of SMDP, the program is able to generate an intense, highly structured learning environment, participants acquire critical new skills, as they study cutting-edge frameworks and explore diverse new perspectives. SMDP graduates emerge as effective managers: capable of understanding and coordinating the complex interactions among business functions, ready to lead their organizations, and equipped to capitalize on new opportunities in the global marketplace.

CASE METHOD Pioneered by HBS, used is one of the most effective tools for teaching senior management and leadership—especially to practicing managers. Case studies offer multiple levels of learning, compelling participants to identify relevant issues and to apply practical business lessons to their own situations and companies. Cases provide an opportunity to study real managers—in action—and to imbed frameworks and theories in the context of practice. SMDP participants benefit from the opportunity to be taught by many of the faculty who wrote the cases, who know the case protagonists, and who have personal knowledge of the problems encountered, alternatives considered, and solutions presented.

F. Warren McFarlan Prof. Of Business Administration, V. Kasturi Rangan Prof. Of business Administration, Richard H. K. Vietor Senator John Heinz Prof of Environmental Management and David J. Collis Adjunct Prof. of Business Administration, all from HBS will be conducting the program.

HBSACM had decided not to increase the fees of RM19500 charged to each participant. The fees include accommodation and all meals.



F Warren McFarlan



David J. Collis



Richard H. K. Vietor



V: Kasturi Rangan



Participant at 13th SMDP 2004

2004/05 Annual General Meeting

More than 30 members attended the 29TH Annual General Meeting held at Renaissance Hotel Kuala Lumpur on 7TH December 2005.



2004/05 Committee Members busy answering members' questions



Members at the meeting studying the Executive Committee's Report

The following is the committee member for 2005/06

President	YBhg Tan Sri G Gnanalingam
Vice Presidents	En H M Nadzir
Vice Presidents	Prof. Dr Syed Abdullah
Hon. Treasurer	En Wong Heng Wee
Hon. Secretary	En Ahmad Rosdi
Ast. Secretary	En Md Ghazali K. Baharein
Director of Activities	YBhg Datuk Othman Yusoff
Committee Members	En Azizan A Rahman
Committee Members	YBhg. Tan Sri Adam A. Kadir
Committee Members	YBhg Dato A Rahim Osman
Committee Members	En Anuar B Hamdan
Ex-officio (past president)	YM Raja Sharifuddin

New Committee Members for HBSACM SMDP Group



2006 HBSACM SMDP Group committee members

The HBSACM SMDP Group hold their annual meeting on 21st April 2006 at the

Eastin Hotel Petaling Jaya.

20 members attended the meeting and the election of a new committee members is the highlight.

HBSACM SMDP Committee Members for 2006/7

•Chairman:	Mak Choong Moon
•Vice Chairman I:	Sharman Arumugam
•Vice Chairman II:	Fariz Abu Bakar
•Secretary:	Carol Wong
•Committee Members:	-Ashok Pancnalingam
	-Norulhadi Md. Shariff
	-Eugene Wong
	-Chua Jim Boon

www.hbsacm.org is the new website

HBSACM had developed a new website to be used for communicating with members and the

public in general. To gain access to Club's information members have to pre-register

themselves. The registration can be done at the website : www.hbsacm.org

Our Own New Office Premises



Members may chit chat at the Cosy Corner



Well equip Boardroom for 10 to 15 person

HBSACM secretariat had moved to our own office space at Pusat Dagangan Phileo Damansara 1. (Beside Eastin Hotel)..

The office space with more than 1800 sq. feet have a Boardroom, and cosy corner for members and the Club secretariat office. Members with notebook can get connection to internet by Local Area Network (LAN) or WIFI wireless connection.



The secretariat office with WIFI internet services.

Dato' Shafie won the Past Presidents' Trophy

40 members compete in a game of golf for the HBSACM Past Presidents' Trophy at the Perangsang Templer Golf Club on Sunday 26th February 2006.

More than 20 members won

their prizes categories and YBhg Dato' Ir Shafie Mat Zain won the biggest prize and the trophy for the first time.



Tan Sri Zain Presenting the trophy to Dato' Shafie



Phileo Damansara 1

HBSACM Friendly Golf Tournament at Staffield

The tournament was held at Staffield Golf and Country Resort, Mantin NS on 29th April 2006.

En Mahmud Bidin, En HM Nazir and En Mohd Nasir Hassan excel at the HBSACM Friendly Golf Tournament to capture top prizes.

Top senior prizes (for those above 60 years old) were won by En Mohamed Abdul Malek, Tn Haji Jaafar

Ismail and YM Raja Datuk Sharifudin.

Top junior prizes (for those below 60 years old) were won by En Abdul Aziz Ahmad, En Sam Ong and Lt Kol Zulkapli.

The HBSACM President attended the lunch and give away the prizes to the winners.



HM Nazir played well to win the second prize

En Mahmud Bidin showing off his winning trophy



David J. Collis Adjunct Professor



For the past nineteen years David J. Collis has been a professor at the Harvard Business School, where he is an Adjunct Professor of Business Administration within the Strategy Unit -- second ever fulltime Adjunct Professor appointed at HBS. He also is a Professor at Columbia University, Graduate School of Business teaching core strategy for first year MBA and EMBA students. Previously, he was the MBA Class of 1958 Senior Lecturer in the Strategy group at the Harvard Business School, having previously completed five years as the Frederick Frank adjunct Professor of International Business Administration at the Yale School of Management. He is an expert on cor-

porate strategy and global competition, and is the author of the recent books *Corporate Strategy* (with Cynthia Montgomery) and *Corporate Headquarters* (with Michael Goold and David Young). His work has been frequently published in the *Harvard Business Review*, *Academy of Management Journal*, *Strategic Management Journal*, *European Management Journal*, and in many books including *Managing the Multibusiness Company*, *International Competitiveness*, and *Beyond Free Trade*. The more than fifty cases he has authored have sold over 400,000 copies worldwide.

David Collis received an M.A. (1976) with a Double First from Cambridge University where he was the Wrenbury Scholar of the University. He graduated as a Baker Scholar from Harvard Business School, MBA (1978), and received a Ph.D. (1986) in Business Economics at Harvard University where he was a Dean's Doctoral Fellow. From 1978 to 1982 he worked for the Boston Consulting Group

in London. He is currently a consultant to several major U.S. corporations, and on the Board of Trustees of the Hult International Business School, and the Advisory Boards of WebCT, Vivaldi Partners, Folderwave and formerly of Ocean Spray. He is also the cofounder of the elearning company E-Edge, and the advisory firm Ludlow Partners.

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"The more than fifty cases he has authored have sold over 400,000 copies worldwide"

HBS Key Facts: Financial

Revenues	\$331,000,000
Expenses	\$307,000,000
Research Budget	\$77,000,000
Endowment	\$2,100,000,000

Richard H.K. Vietor

**Senator John Heinz Professor of Environmental Management
Senior Associate Dean**



RICHARD VIETOR is the Senator John Heinz Professor of Environmental Management at the Harvard Graduate School of Business Administration where he teaches courses on the regulation of business and the international political economy. He received a B.A. in economics from Union College (1967), an M.A. in history from Hofstra University (1971), and a Ph.D. in history from the University of Pittsburgh (1975). He was appointed Professor in 1984.

Before coming to the Business School in 1978, Professor Vietor held faculty appointments at Virginia Polytechnic Institute and the University of Missouri. He is the recipient of a National Endowment for the Humanities Fellowship and Harvard's Newcomen Fellowship. In 1981, he received the Newcomen Award in

business history. He serves on the editorial board of the Business History Review, the advisory board of IPADE, in Mexico, and the Infrastructure Committee of the Competitiveness Policy Council. He was President of the Business History Conference for 1993-1994.

Professor Vietor's research on business and government policy has been published in numerous journals and books. He has contributed chapters to *America versus Japan* (1986), *Wall Street and Regulation* (1981), *Future Competition in Telecommunications* (1989), and *Government, Industries and Markets* (1990). His books include *Environmental Politics and the Coal Coalition* (1980), *Energy Policy in America* (1984), *Telecommunications in Transition* (1986), *Strategic Management in the Regulated Environment* (1989), *Contrived Competition* (1994), *Business Management and the natural Environment* (1996), and *Globalization and Growth: Case Studies in National Economic Strategies* (2004, and *How Countries Compete* (2006).

For his courses in business-government relations and environmental management, Professor Vietor has published more than three dozen case studies on international energy issues, on the regulation of natural gas, nuclear power, air pollution and hazardous wastes, and on strategy and deregulation in airlines, railroads, telecommunications, and financial services. He has been a consultant to the Hudson Institute and the Energy Research and Development Administration, and is currently consultant to several corporations, such as IBM, General Electric and Anglo American and the Government of Malaysia.

Professor Vietor lives in Wellesley, Massachusetts, with his wife Cindy.

"He is currently consultant to several corporations, such as IBM, General Electric and Anglo American and the Government of Malaysia."

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1908 At the request of President Charles W. Eliot, the Corporation of Harvard University voted to establish a school of business administration.

V. Kasturi Rangan

Malcolm P. McNair Professor of Marketing

Director of Research

Kash Rangan is the Malcolm P. McNair Professor of Marketing at the Harvard Business School. Until recently the chairman of the Marketing Department (1998-2002), he is now the co-chairman of the school's Social Enterprise Initiative. He has taught in a wide variety of MBA courses, including the core First-Year Marketing course (was its head across multiple sections from 1993-1996), and the second-year electives, Business Marketing and Channels-to-Market. He has also taught marketing in the Advanced Management Program for senior managers. Currently Rangan teaches the elective courses, Social Marketing and Business Approaches and Solutions for Base-of-the-Pyramid. In addition, he teaches in a number of focused executive programs: Business Marketing Strategy, Strategic Perspectives on Nonprofit Management, and Corporate Social Responsibility.

Professor Rangan's business marketing and channels research has appeared in management journals such as *Journal of Marketing*, *Harvard Business Review*, *California Management Review*, *Sloan Management Review*, *Journal of Retailing*, *Management Science*, *Marketing Science* and *Organization Science*. Rangan has authored several books, which include:

1) *Going to Market*, which deals with distribution systems for industrial products (co-authored with E. Raymond Corey and Frank V. Cespedes), and 2) *Business Marketing Strategy*, which presents approaches for managing industrial products and markets over their life cycle (co-authored with Benson P. Shapiro and Rowland T. Moriarty). Rangan's latest book, *Transforming Your Go-to-Market Strategy*, presents a unique framework on how to evolve a firm's go-to-market strategy with the changing needs of customers, and other opportunities in the environment. Rangan currently serves on the editorial board of *Journal of Retailing* and *Journal of Business-to-Business Marketing*. He has also served on the editorial board of *Journal of Marketing*.

In addition to his interest in business marketing, Professor Rangan is actively involved in studying the role of marketing in nonprofit organizations, and specifically how it influences the adoption of social products and ideas. He has written a number of case studies and articles on the topic. He served as one of the founding co-chairs of the Social Enterprise Initiative at Harvard, whose faculty

study and teach the challenges of nonprofit management. He also founded and chaired the executive program, Strategic Perspectives on Nonprofit Management, from 1994 until 1998. His research on this topic has appeared in journals that include *Nonprofit Management and Leadership* and *Harvard Business Review*. His current research is focused on understanding the needs and wants of the global poor, those living on less than \$5/day. The aim of the research is to capture the lessons of successful models of businesses, nonprofits and governments serving that segment.

Rangan has a Bachelor of Technology from I.I.T. (Madras), 1971; an MBA from I.I.M. (Ahmedabad), 1973; and a Ph.D. in marketing from Northwestern University (Evanston, Illinois), 1983. From 1973 to 1979, Rangan held several sales and marketing positions for a large multinational company in India. Rangan has engaged in a variety of executive education programs, consultancies, and advisory activities for numerous commercial and nonprofit enterprises. Rangan has been on the faculty of the Harvard Business School since 1983.



"To catch the reader's attention, place an interesting sentence or quote from the story here."

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F. Warren McFarlan

Baker Foundation Professor

Professor McFarlan earned his AB from Harvard University in 1959, and his MBA and DBA from the Harvard Business School in 1961 and 1965 respectively. He has had a significant role in introducing materials on Management Information Systems to all major programs at the Harvard Business School since the first course on the subject was offered in 1962. He has been a long-time teacher in the Advanced Management Program: International Senior Managers Program, Delivering Information Services Program, and several of the Social Sector programs. He teaches currently in the First Year Financial Reporting and Control course as well as in several short Executive Education programs. He is co-chair of the Senior Executives Program for China.

In 1973, shortly after his appointment to full professor he, along with four other faculty members, was sent to Switzerland to set up the School's International Senior Management Program. He returned from Switzerland in 1975 to become Chairman of the Advanced Management Program, a position he

held until 1978; and Chairman of all Executive Education Programs from 1977-1980. He was Senior Associate Dean and Director of Research from 1991 to 1995, Senior Associate Dean and Director of External Relations from 1995-2000, and Senior Associate Dean and Director of Asia Pacific from 1999-2004.

Professor McFarlan's book, *Connecting the Dots* coauthored with Cathleen Benko appeared in 2003. *Seizing Strategic IT Advantage in China* coauthored with Professor Richard Nolan, and Professor Guoqing Chen of Tsinghua University, appeared in 2003 (available only in Chinese). Professor McFarlan's newest book, *Corporate Information Strategy and Management: Text and Cases* (seventh edition), coauthored with Professors Lynda M. Applegate and Robert D. Austin appeared in 2006. *Creating Business Advantage in the Information Age* coauthored with Professors Lynda M. Applegate and Robert D. Austin appeared in 2002. "Working on Nonprofit

Boards: Don't Assume the Shoe Fits" appeared in the November/December 1999 issue of the *Harvard Business Review*, and "Information Technology and the Board of Directors" with Richard Nolan appeared in October 2005. He is editor of *Information Systems Research Challenge*, published by the Harvard Business School Press, 1984. He served a three-year term as Senior Editor of the MIS Quarterly (1986-1988). He is a member of several corporate and non-profit boards, serving for over ten years on hospital boards.



"He has been a long-time teacher in the Advanced Management Program"

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Key Facts

Alumni	
Living MBA Alumni	38,214
Executive Education	25,309
Living Doctoral Alumni	566
Alumni Outside the U.S.	27%



HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA

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Activities for 2006

	Events	Venue	Dates
1	14 th Senior Management Development Program 2006	Equatorial Resort Hotel Bangi	30 th July 2006 - 12 th August 2006
2	Anniversary Dinner	Shangrila Hotel Kuala Lumpur	19 th July 2006 (tentative)
3	Golf Games Wesport_HBSACM McFarlan's Trophy	Glenmarie Bangi Golf Resort	8 th July 2006 12 th August 2006
4	Annual General Meeting 2006	Club-house	6 th Dec 2006



News from Harvard Business School

Jay Light is the Dean of HBS



'I am honored to take the helm of a School that has been my life's work for more than three decades,' said new HBS Dean Jay O. Light.

Jay O. Light, an expert in finance and investment management and the Dwight P. Robinson, Jr., Professor of Business Administration at Harvard Business School (HBS), will be the School's next Dean, President Lawrence H. Summers announced on April 24.

Executive Education at HBS

General Management Program:

Creating Outstanding Business Leaders

Fall 2006 Session

September 5 - 29, 2006
– Part 1 (On-Campus Module)
October 29 - November 17, 2006
– Part 2 (On-Campus Module)

Spring 2007 Session

February 11 - March 9, 2007
– Part 1 (On-Campus Module)
April 22 - May 11, 2007 – Part 2 (On-Campus Module)

2006 Fee: USD50,000

2007 Fee: USD51,500

Advanced Management Program:

Transforming Proven Leaders into Global Executives

September 5 - October 27, 2006 - Fall Session
March 25 - May 18, 2007 - Spring Session

2006 Fee: USD54,500
2007 Fee: To be determined
Location: HBS Campus Boston

Leadership Development Program:

Accelerating the Careers of High-Potential Leaders

Fee: USD30,000

More details at :
www.exed.hbs.edu