



# Harvard Business School Alumni Club of Malaysia

## NEWSLETTER

May 2004

### SENIOR MANAGEMENT DEVELOPMENT PROGRAMME

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The 13<sup>th</sup> Senior Management Development Programme will be held from August 8 to 21 at the Awana Resort, Genting Highlands.

During the programme, Professor Richard Viotor will focus on the integration of the global economy that is amongst the most important phenomena in the business environment today.

The eight sessions will examine major elements of globalisation, focusing on the economic strategies and institutional structures that drive economic growth. The session will start with the Asian high growth, considering China, India and Japan, and then look at Europe and Russia, Latin America and the Middle East, before concluding with the United States.

These sessions will introduce national income accounts, balance of payments and exchange rate issues, plus the fiscal, monetary, trade and structural policies that facilitate rapid growth in some countries, while others lag behind.

Another facilitator, Professor Tarun Khanna, will start his sessions with an introductory lecture on industry analysis and positioning. He will examine how a bank made an audacious entry into the US market and how a company creates value through its global operations. He will also lead a discussion on how a multinational creates value by operating across multiple markets. The case will also touch on global brand, global supply chain, and how to balance new demands imposed on the CEO by technology and new geographic challenges.

#### The Professors



*Warren McFarlan   Kasturi Rangan   Tarun Khanna   Richard Viotor*

## SMDP.....from page 1

He will help the participants through an analysis of the evolution of intellectual property rights and take a look at how difficult it is to change intellectual context. Using an article "Can India Overtake China?", Tarun will introduce the different ways companies have sought to reach world-class status. The different ways of positioning a company in the developing world are a function of the institutional context, including the political context, social norms and degree of openness of society to outside influences.

The third facilitator, Professor Warren McFarlan will speak about IT in the early 21<sup>st</sup> century. Discussions will focus on the significant changes that IT has made in the role of corporate organisation structure of the firm, its channels of distribution and service levels.

The course will elaborate on the concepts of his 2003 book, Corporate Information Strategy and Management: The Challenges of Managing in the Network Economy, which will be used along with a series of case studies. Specific topics will include IT and Globalisation, first mover vs. fast follower, the stages of IT globalisation, new channels of distribution and outsourcing.

Last but not least, Professor Kasturi Rangan will lead a session on strategic marketing. Marketing strategy is at the core of a firm's business strategy because it defines and develops the firm's relationship with its customers.

This session is aimed at exploring the critical aspects of how a firm creates value for its customers, how it delivers it, and how it captures a portion of it for its investors and shareholders.

Such discussions will involve aspects of product policy, pricing, communications and distribution. These elements, however, have to come together in the form of a coherent value proposition that satisfies customers and investors at the same time. These challenges will be explored through case studies of firms in both customer and industrial settings.

The fee for the programme is RM 19,500 per participant. The fees cover tuition, study material, board and lodging at the Awana Resort, entrance and subscription fees as an Associate Member of the HBSACM plus the cost of the Graduation Dinner, inclusive of spouse's attendance, on August 21.

Applications can be made on the prescribed form that can be obtained from the Club's Secretariat.

## SENIOR EXECUTIVE DEVELOPMENT PROGRAMME

The Harvard Business School Alumni Club of Malaysia and the Harvard Club of Malaysia jointly organised a Senior Executive Development Programme on Leadership and Human Resource Management for corporate leaders, senior managers, business executives and government officers from March 29 to April 2.

The programme was conducted by Professor Quinn Mills at the Sunway Lagoon Resort Hotel, Petaling Jaya.

Professor Mills specialises in leadership, strategy, human resources management and financial

investment analysis. He has authored many books, including two recent ones entitled "Wheel, deal and steal: deceptive accounting, deceitful CEOs and ineffective reforms" and "Buy, lie and sell high: how investors lost out on Enron and the Internet bubble".

The course comprised two Modules. The first module was on Leadership In Challenging Times. It centred on leadership and management skills – two very different skills but equally necessary. The discussion was based on case studies which focused on leadership styles, teamwork, key methods of personal leadership,

enhancing productivity in the organisation and partnering in leadership.

The second module was on Enhancing Organisational Performance Through Human Resource Management. It focused on improving performance of the organisation by optimising human resource management, reducing human stress at work, improving the relationship balance between work and family demands, and how to help the staff in the organisation to do the same.

A total of 85 people attended the presentation of the two modules.

## **Corporate Visit to Genting Sanyen Industrial Complex and Power Plant on 14 January 2004**

Past President YM Raja Sharifuddin led 30 Members and Associate Members of the Club in the corporate visit to Genting Sanyen on 14 January 2004. Besides Raymond Yap who organized the visit, we received a warm welcome by Ms Patricia Chua of Genting Sanyen. The management team of Genting Sanyen also joined us in the introduction session. The visit started with a corporate video

presentation in order to give an overview of the organization to the members.

After the video presentation, we were taken on plant tours of the box plant, paper mill, and lastly the power plant itself. Throughout the plant tours, we were being briefed in detail the process of each plant, including how Genting Sanyen recycles wastepaper into value-added products, how all the

plants are being integrated in order to maintain Genting Sanyen Industrial Complex as an energy-efficient and self-sufficient production facility.

We ended the tours with a lunch treat by Genting Sanyen and exchange of souvenirs. We would like to take this opportunity to record our appreciation to Genting Sanyen management for its warm hospitality.



## **PROFFESOR F WARREN MCFARLAN CHALLENGE TROPHY 2003**

The Professor F Warren McFarlan Challenge Trophy 2003, which was postponed last December, was held on February 28 at the Bukit Unggul Country Club. 28 golfers participated and the champion was Mr Tee Wee Tiong who score 38 stableford points.

## GENTING SANYEN VISIT 14TH JANUARY 2004



## SENIOR EXECUTIVE DEVELOPMENT PROGRAMME



## **Mastering The Realities of Globalization: The Way Forward to 2020**

The Harvard Business School Alumni Club of Malaysia and the Harvard Club of Malaysia will jointly organize a dinner gathering on 14<sup>th</sup> June 2004 at the Sunway Lagoon Resort Hotel, Bandar Sunway.

The Very Special Guests for the gathering are Yang Amat Berbahagia Tun Dr Mahathir Mohamad and Yang

Amat Berbahagia Dr Siti Hasmah Mohamad Ali.



Yang Amat Berbahagia Tun Dr Mahathir will

speak at the dinner gathering on the subject 'Mastering The Realities of Globalization: The Way Forward to 2020'.

All Members, Associate Members and their friends are invited to attend this dinner gathering.

Please contact the Secretariat for detail.

### **27<sup>th</sup>.ANNIVERSARY DINNER**

The HBSACM 27<sup>th</sup> Anniversary Dinner will be held on July 19, 2004.

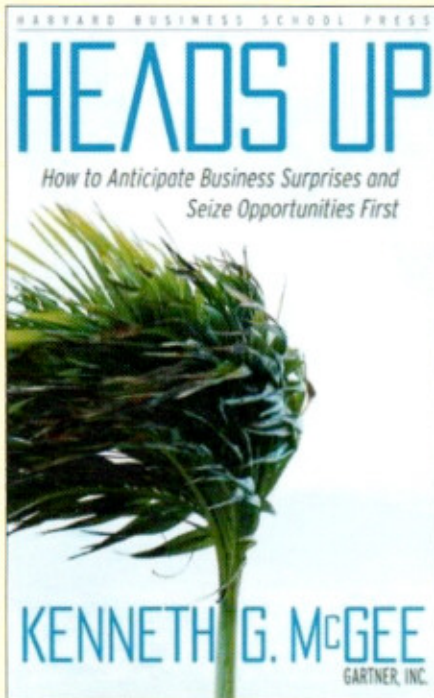
The detailed programme will be sent to all members and associate members soon. Please mark your diary and join us at the gathering.

### **HBSACM MEDIA GOLF**

The HBSACM Media Golf 2004 was held on February 26, at the Kota Permai Golf & Country Club, Shah Alam, Selangor. 32 golfers from the media and HBSACM took part in the tournament. Ms Tina Lim of Nanyang Siang Pau and Miss Mergawati from The Star, who scored 72 combined stableford points, were the champions.

### **PAST PRESIDENTS TROPHY**

30 players took part in the Past Presidents Golf Trophy 2004 held on March 20, at the Nilai Spring Golf & Country Club, Negri Sembilan. Tuan Haji Jaafar Ismail, a 20 handicapper, was the winner of the coveted trophy with 41 stableford points.



## **Heads Up: How to Anticipate Business Surprises and Seize Opportunities First by Kenneth G. McGee**

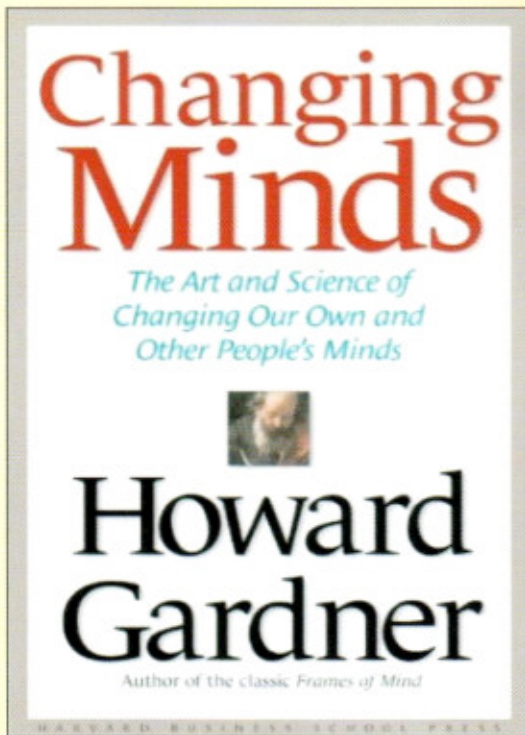
**Publisher: Harvard Business School Press, 2004**

**ISBN: 1591392993**

### **Description:**

In *Heads Up*, McGee explains that success is not about predicting the future, but about obtaining the right information at the right time to effectively understand the present. Based on exclusive research into recent business catastrophes-and drawing parallels to a range of nonbusiness disasters from 9/11 to the Challenger disaster-*Heads Up* outlines a four-step approach managers can use to identify which pieces of information merit real-time delivery, and, as important, which do not. McGee provides a practical methodology-real-time opportunity detection-for monitoring, analyzing, and responding to that critical information in time to ward off negative surprises and jump on potential opportunities ahead of competitors.

Putting the power of informed decision-making in every manager's hands, *Heads Up* shows how a little knowledge can go a long way toward building a profitable real-time enterprise



## **Changing Minds** by Howard Gardner

**Publisher: Harvard Business School Press, 2004**

**ISBN: 1578517095**

### **Description:**

Minds are exceedingly hard to change. Ask any advertiser who has tried to convince consumers to switch brands, any CEO who has tried to change a company's culture, or any individual who has tried to heal a rift with a friend. So many aspects of life are oriented toward changing minds yet this phenomenon is among the least understood of familiar human experiences. Now, eminent Harvard psychologist Howard Gardner, whose work has revolutionized our beliefs about intelligence, creativity, and leadership, offers an original framework for understanding exactly what happens during the course of changing a mind and how to influence that process.

Drawing on decades of cognitive research and compelling case studies from famous business and political leaders to renowned intellectuals and artists to ordinary individuals Gardner identifies seven powerful factors that impel or thwart significant shifts from one way of thinking to a dramatically new one. Whether we are attempting to change the mind of a nation or a corporation, our spouse's mind or our own, this book provides insights that can broaden our horizons and improve our lives.