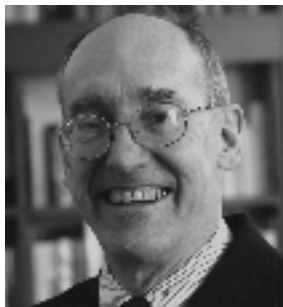


# Enrich your top management to make you richer



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*Malcolm P. McNair Professor of  
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**David J. Collis**  
*Adjunct Professor of  
Business Administration*

## THE 15TH SENIOR MANAGEMENT DEVELOPMENT PROGRAM

Awana Genting Golf & Country Resort, Genting Highlands

20 July - 3 August 2008

This fully-residential, two-week program encompasses four basic fields of business education, all of which will be conducted by leading professors from Harvard Business School in Boston, USA.

### PROGRAM CONTENT

#### Corporate Financial Management

Focuses on the exploitation of financial information about a company's operations which help illuminate the health of the firm as well as its potential for sustaining future growth.

#### Competitive Strategy

In this module, participants will be introduced to the fundamental concepts of strategy and the basic building blocks of effective strategy formulation.

#### Marketing

Comprising two modules, the first of which covers the strategic aspects of marketing, while the second addresses marketing's extended role in creating both economic and social value.

#### Business, Government & The International Economy

This module provides participants with a method for analyzing and making sense of the global economy and is modeled after the largest required course at the Harvard Business School.

### PROGRAM DETAILS

- Conducted by four leading professors from Harvard Business School in accordance with its renowned Case Study Method
- A fully-residential two-week program open to limited participants
- Program fee is RM22,500 per participant inclusive of tuition, program materials, hotel accommodation, meals, entrance and subscription fee as an Associate Member of the Harvard Business School Alumni Club of Malaysia, and Graduation Dinner (including spouse) which will be held on 2 August 2008
- Early Birds (registration for payment received before 15 May 2008) will receive a discount of RM300
- For companies registering more than three (3) participants, a discount of RM500 will be given to the fourth and subsequent participants

Interested candidates are requested to obtain their Application Form from

<http://www.hbsacm.org>

or contact us at

**Hon. Secretary**  
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**Closing date for application:**  
**30 JUNE 2008**



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Business Administration, Boston, USA**