



17th SENIOR MANAGEMENT DEVELOPMENT PROGRAM

SMDP 2012



DATE:

1st TO 15th JULY 2012

VENUE:

HOTEL EQUATORIAL BANGI
SELANGOR, MALAYSIA



HBSACM

**HARVARD
BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA**



HBSACM

17th SENIOR MANAGEMENT DEVELOPMENT PROGRAM

The HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA (HBSACM) Senior Management Development Program (SMDP) is a fully residential two-weeks program organized by the Club every even year since 1980. Based on the Harvard Business School model for its Executive Education Program conducted in Boston, the SMDP uses the CASE STUDY METHOD as the medium for learning and involves full participation of the students in a real-case scenario.

Senior Professors from Harvard Business School, Boston, USA will conduct the program covering 4 modules, Business Government and the International Economy (BGIE), Strategy and Global Competition, Marketing and Corporate Finance. The SMDP has trained more than 1,600 senior managers since 1980 and contributed to the professional development of the practising managers who have potential for large responsibilities.

PROGRAM CONTENT

Business, Government and the International Economy (BGIE)

Understanding the environment of business is the objective of Business, Government and the International Economy (BGIE) module. It will focus on various "trajectories," which define the evolution of the global economy: (1) Asian high growth, (2) Latin America's recovery from debt crisis, (3) Collapse of socialism in USSR, (4) African Renaissance, (5) European integration, and (6) Decent into deficits and debt by Japan and the USA. The module will teach participants how to do "country analysis" – analysis of economic performance, evaluation of the social and political context, identification of key institutions and institutional weaknesses, and evaluation of the government's strategy. It will use 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. Specific cases from Asia, Latin America, Middle East, Europe and the USA will be used in the discussion.

Strategy and Global Competition

This module, will cover the key elements of an effective strategy and discuss how to craft successful international strategies in the current economic environment. It will focus on companies in industries ranging from consumer products to financial services and natural resources. The concepts introduced will include industry analysis, competitive advantage, competitor interaction, and global competition. Cases will be supported by describing the key elements of any strategy – the definition of the firm's objective, scope, and competitive advantage – and laying out frameworks for developing an effective strategy. Discussions will cover the implications of the frameworks and their application to South East Asia. Specific cases will likely include among others airlines, retail brokerage, toothpaste, and wine.

Marketing

There has been a significant shift in the role of the marketing function in the last two decades. It is now widely acknowledged that the marketing function is to create value in the marketplace, leaving a significant portion of it for its customers, yet retaining a fair share for the company's investors. This module will cover inter alia, * how to construct a successful marketing plan by examining the success and failures of companies. * learn a systematic method for creating value for their organization. * creating a marketing focus in an organization. The cases in the program will cover a range of consumer products, industrial products and services.

Corporate Finance

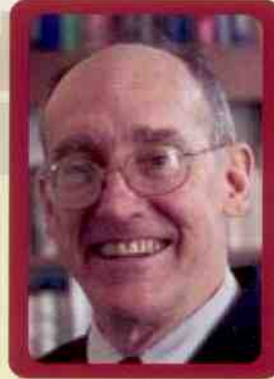
The module will focus on corporate finance and provide managers with the tools, frameworks, and judgment needed to make better strategic, operating, and investment decisions. Case-based classes will cover the use of ratio analysis to understand a firm's financial condition; the use of discounted cash flow analysis to evaluate investment and acquisition decisions; and the development of a "value drivers" framework—this framework describes the levers of control an operating manager can use to increase firm value. This program is designed for managers in any functional or general management role, and is also suited for managers wishing to sharpen their core financial skills in a broader strategic context.

THE FACULTY

Figuring out the right method and getting the participants to accept the new way of doing things demand exceptional teaching skills. The Faculty members from the Harvard Business School, Boston, USA are committed to the personal and professional development of students. They maintain high standards in conducting leading-edge research that is directly related to course development. The case method requires a rigorously prepared instructor as the emphasis on classroom interaction affords no refuge in lecturing. Professors orchestrate discussions and activities, encouraging participants to exercise their analytical skills and stretch their imagination to reach a deeper understanding of the issues and craft creative solutions.

Curriculum development, case writing and research are inseparable elements of the teaching faculty. New cases are constantly being written and the existing ones updated and reviewed. The faculty's ongoing involvement with practicing managers ensures that the curriculum is current and focused on both contemporary and future issues.

Professor Viotor is the Senator John Heinz Professor of Environmental Management at the Harvard Graduate School of Business Administration and Senior Associate for the Asian Initiative. He teaches courses on the international political economy. He is the recipient of the Newcomen Award in business history. Professor Viotor's research on business and government policy has been widely published. His books include *Strategic Management in the Regulated Environment*, *Contrived Competition: Regulation and Deregulation in America*; *Business Management and the Natural Environment*; *Globalization and Growth: Case Studies in National Economic Strategies*; *Environmental Protection and the Social Responsibility of Firms* and *How Countries Compete*. For his courses in business - government relations and environmental management, Professor Viotor has published more than eighty case studies on energy policy, the regulation of natural gas, nuclear power and hazardous wastes, strategy and deregulation in airlines, railroads, telecommunications, and financial services; and the national development strategies of a dozen countries. He has been a consultant to the Hudson Institute and the Energy Research and Development Administration. He also serves on the Advisory Boards of IPADE (in Mexico), IESE (in Spain), and INALDE (in Columbia).



RICHARD VIOTOR



DAVID J. COLLIS

For the past twenty 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 – only the second fulltime Adjunct Professor appointed at HBS. 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 and two years as a professor at Columbia Business School. He is an expert on corporate strategy and global competition, and is the author of the recent books *Corporate Strategy* (with Cynthia Montgomery) and *Corporate Headquarters* (with Michael Goid 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*. He has authored more than fifty cases and over 400,000 copies have been sold 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 consultant and on the Board of Trustees of several major U.S. corporations.

Marketing

DAVID E. BELL is the George M. Moffett Professor of Business Administration at Harvard Business School. During thirty years on the faculty he has taught courses on managerial economics, risk management, marketing and retailing at both MBA and executives levels. Currently he is teaching the MBA Agribusiness course. He chairs the once-per-year *Agribusiness Seminar* that attracts 200 food industry executives from around the world to discuss trends in the industry. For several years he chaired the school's ten week executive education course Program for Management Development (PMD). Following six years as head of the school's Marketing Department he is now Senior Associate Dean with responsibilities including faculty recruiting.



DAVID E. BELL

In agribusiness, David is interested in all aspects of the food system, but especially the demand side of the food chain: how eating habits are changing, both with respect to what people eat and the channels through which they choose to buy food.

Along with his co-author, Walter J. Salmon, David has written two books on retailing, *Strategic Retail Management and Introduction to Retailing*, both available from South-Western Publishing Company.

With Arthur Schleifer Jr., David has produced four books in a series called *Managerial Decision Analysis for Course Technology Inc.* The books are *Decision Making Under Uncertainty*, *Data Analysis, Regression and Forecasting*, *Risk Management* and *Decision Making Under Certainty*. His research in this area has centered mostly around the analysis of risk. Most recently he has published a series of papers dealing with the integration of economic and financial theories of risk. His best-know papers are concerned with the incorporation of psychological aspects of risk taking, such as regret and disappointment, into formal decision making systems. He was awarded the 2001 Ramsey Medal by the Decision Analysis Society of INFORMS. Since 2005 he has been the Department Editor for Decision Analysis for Management Science.



BENJAMIN ESTY

Corporate Finance

BENJAMIN ESTY is the Roy and Elizabeth Simmons Professor of Business Administration and Head of the Finance Unit at Harvard Business School. He is the founding faculty chairman of the General Management Program (GMP), a comprehensive leadership program designed to create outstanding business leaders. Previously, Professor Esty taught courses in the MBA program on corporate and project finance. The project finance course, called Large-Scale Investment (LSI), analyzed how firms structure, negotiate, value and finance large capital investments such as Euro Tunnel, Airbus A380, Hong Kong Disneyland, Chad-Cameroon Pipeline and Iridium (the global satellite telecommunication firm). Professor Esty has received the Student Association Award for teaching excellence three times in recent years, the Apgar Award for teaching innovations and the Greenhill Award for outstanding service to the school. His current research focuses on project and infrastructure finance, financial strategy and leadership development.

In addition to his academic research, Professor Esty has served as a consultant and led training programs for investment banks, consulting firms, government agencies and multi-national corporations on a broad range of investment, financing, valuation and leadership issues.

Professor Esty received his Ph.D. in Business Economics with a concentration in finance from Harvard University; his MBA with high distinction (Baker Scholar) from Harvard Business School; and his BA degree in Economics with honors and distinction from Stanford University.

THE CASE STUDY METHOD

The Harvard Business School case study method encourages participants to assume the roles of the managers involved, as they analyze and discuss the management challenges presented. This learning by analogy challenges conventional thinking and maximizes the take away value for the sponsoring companies. Under the faculty's guidance and probing, participants will learn to appreciate the different issues affecting the various cases. They learn, analyse facts and situations, define problems, formulate solutions, compare options commit to an action plan and sell the merits of their respective positions to their colleagues. All case studies are written and selected to encourage in-depth examination of the critical issues addressed in each course. A single case, for example, might involve operating policies, accounting methods, marketing strategies and management styles. Cases also involve a vast range of organizations.

PARTICIPANTS

The selection of participants ensures that the group of men and women participated in the Program are from diverse industries and professional background to provide participants with the opportunity of drawing from each other's experiences. The focus of the Program has been designed to actively engage the participants and sustain a high level of stimulation and involvement. To ensure depth of discussions, participants will have reached a fairly high level of seniority in management within their respective organizations.

All participants of this 17th SMDP will become Associate Members of HBSACM upon graduation.

GROUP INTERACTION

Every facet of the Program from the selection of participants to the design of living groups to team building activities is purposefully structured to promote dynamic interaction amongst participants. This constant interchange not only produces a rich pool of knowledge, but also allows participants to share their business and professional's experiences, challenge and motivate one another and provoke new ways of thinking.



16TH SENIOR MANAGEMENT DEVELOPMENT PROGRAM

APPLICATION

All application can be made on the prescribed Application Form which is to be completed and sent to:

Director of Activities
Harvard Business School Alumni Club of Malaysia
No 3A 07 Block C, Phileo Damansara 1
No. 9 Jalan 16/11, Off Jalan Damansara
46350 Petaling Jaya, Selangor, Malaysia
Tel: 603-7956 1192 Fax: 603-7956 1195
hbsacm@gmail.com

CLOSING DATE : 31 MAY 2012

FEES

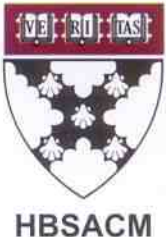
RM 24,000 per participant

The fee covers tuition, course materials, board & lodging, entrance and subscriptions for Associate Membership of the Harvard Business school Alumni Club of Malaysia.

All application must be accompanied with a deposit of RM 10,000 either by cheque or bank draft made payable to **HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA**. Payment of the remaining RM 14,000 shall be made on confirmation of acceptance.

As the class size is limited, the decision of the Executive Committee of HBSACM in the selection of participants is final. The RM 10,000 deposit will be refunded to unsuccessful applicant.

The total fee is not refundable upon confirmation of acceptance. However, substitution of candidate to the Program may be considered at the discretion of the Executive Committee of HBSACM.



THE ORGANIZER

The Harvard Business School Alumni Club of Malaysia (HBSACM), a non-profit organization was formed in 1977. Its current membership is made up 1,760 Ordinary and Associate Members. The Club's objective is to enhance the professional standard management and practice of business.