



22<sup>nd</sup> September 2014

**YBhg Tan Sri/ Dato' Seri/ Dato' / Sir/ Madam**

**18<sup>th</sup> SENIOR MANAGEMENT DEVELOPMENT PROGRAM (18SMDP)**  
**FROM AUGUST 2<sup>nd</sup> to 16<sup>th</sup>, 2015**

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***Greetings from Harvard Business School Alumni Club of Malaysia!***

***HBSACM in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA, will organize the 18<sup>th</sup> Senior Management Development Program (18ASMDP) for Senior Managers from Malaysia and overseas. This two week residential program scheduled from August 2 to 16, 2015 will be held at the Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor, Malaysia.***

***This Program using the Harvard Business School well known Case Study Method of teaching will be facilitated by Prof Richard H.K. Vietor, Prof Rakesh Khurana, Prof David Collis and Prof Benjamin Esty, four leading professors from the Harvard Business School. Due to the popular request from the Industries, HBSACM is introducing for the second time the Leadership Module.***

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

***Business, Government and the International Economy (BGIE) examines country development strategies in the context of the global economy. BGIE introduces managers to a method – country analysis – for assessing their international business environment, including the national accounts, balance of payments, productivity and competitiveness, and fiscal and monetary policy. This module will explicitly attempt to build an understanding of future trajectories where countries and regions are heading, based on their current strategies and how their environments affect business. High growth Asia, Latin America and the Middle East, and developed economies (Japan, Europe and the USA) are all assessed, in the context of Malaysian competitiveness.***

***Richard Vietor: (Paul Whiton Cherington Professor of Business Management at the Harvard Graduate School of Business Administration, and Senior Associate Dean for Asian Initiative).***



### **Leadership by Professor Rakesh Khurana**

*This module covers Leadership & Teams, Leadership and Strategic Alignment & Leadership and Change*

This segment of the course is designed to address several fundamental aspects of managing and leading people. These include understanding and influencing group behavior and performance; working with and managing people on a one-on-one basis; and leading, motivating and aligning people behind a common vision or direction. Concepts and their effectiveness will be introduced by utilizing a combination of case studies and lectures.

**Rakesh Khurana:** *Dean of Harvard College.  
(Marvin Bower Professor of Leadership Development at the Harvard Business School. He teaches a Doctoral Seminar on Management and Markets).*

### **Strategy and Global Competition by Professor David Collis**

*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.*

**David Collis:** *(Professor of Business Administration within the Strategy unit. He is an expert on Corporate Strategy and Global Competition)*

### **Corporate Finance by Professor Benjamin Esty**

*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.*

**Benjamin Esty:** *(Roy and Elizabeth Simmons Professor of Business Administration and Head of the Finance Unit at Harvard Business School. He taught courses in the MBA Program on Corporate and Project Finance).*



*The participation fee of RM 24,000 + GST (6%) per participant covers tuition, case materials, accommodation and meals.*

*Upon completion of the Program, the participant will receive a certificate from the Guest-of-Honour at the Graduation Ceremony on Saturday August 15, 2015*

*Since its establishment in 1977 the Club has organized 17SMDP and 6ASMDP programs. More than 2000 Senior Managers from Public and Private Sectors from Malaysia and Asean Countries have attended these Programs.*

*I am pleased to report that the past Program, participants have awarded high rating for the Programs as well as HBS Professors, who facilitated the Program.*

*For registration and further information about the Program you may advise your candidates to call Pn Rose at 03-7956 1192 or email at [hbsacm@gmail.com](mailto:hbsacm@gmail.com)*

*I sincerely hope you would consider sending your Managers to this Program.*

*Thank you.*

A handwritten signature in black ink, appearing to be 'Othman Yusoff', written over a horizontal line.

**Datuk Othman Yusoff**  
*Director of Activities*