



16th February 2015

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2014/2015

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**18th SENIOR MANAGEMENT DEVELOPMENT PROGRAM
(18SMDP) FROM AUGUST 2 TO 16, 2015**

Greetings from Harvard Business School Alumni Club of Malaysia!

In response to the need to enhance the skills of potential leaders for future business opportunities, Harvard Business School Alumni Club of Malaysia (HBSACM) in collaboration with Senior Faculty members from Harvard Business School, Boston, Massachusetts, USA will be organizing the 18th Senior Management Development Program (18SMDP). This intensive two weeks residential program scheduled from August 2 to 16, 2015 will be held at the Hotel Bangi-Putrajaya, Selangor, Malaysia.

This Program, using the Harvard Business School well known Case Study Method of teaching is designed to provide some management tools and concepts as well as develop Professional Relationships with a diverse range of participants from Malaysia and the region in a highly collaborative environment giving a real advantage in today's challenging market conditions.

This Program comprising four modules will be facilitated by the following HBS Professors:-

- 1. Business Government & The International Economy by
Prof Richard Vietor*
- 2. Strategy: What is it, and how it drives performance by
Prof David Collis*
- 3. Leadership by **Prof Rakesh Khurana***
- 4. Finance by **Prof Benjamin Esty***

Full details of the Program are described in the attached Brochure.

The past 17 similar programs were attended by Chairman, Managing Directors, CEOs, CFOs and Senior Managers of Companies as well as Senior Government officials.



Your investment for this Program is RM 25,600 per participant covering tuition fees, case materials, hotel accommodation (single deluxe room), meals and GST.

To ensure places in this 18th SMDP, kindly register your Senior Managers early. For further information, you may contact Pn Rose Tel No. 03-7956 1192 or email at hbsacm@gmail.com

For additional copies of Brochure and Application Form, kindly download from our website: www.hbsacm.org

*The closing date for application is on **June 30, 2015**.*

We thank you for your support and look forward to welcome participant(s) from your organization to this program.

Kindest Regards,

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

Datuk Othman Yusoff
Director of Activities