



8th December 2016

Executive Committee
2015/2016

President
Dato' Seri Ir Dr Zaini Ujang

Vice President
Hj Anuar Hamdan
Datuk Hisham Hamdan

Hon. Secretary
Mohd Ghazali Kamal Baharein

Hon. Asst Secretary
Ahmad Rosdi

Hon. Treasurer
Azizan Abd Rahman

Director of Activities
Datuk Othman Yusoff

Committee Members
Wong Heng Woon
Fariz Datuk Abu Bakar
Tan Thiam Hock
Li-Kai Chen
Dato' Mohammad Azlan Abdullah

Ex-Officio (Past President)
Tan Sri Datuk G. Gnanalingam

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

8th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM
(8ASMDP) JULY 30 to AUGUST 6, 2017

Greetings from Harvard Business School Alumni Club of Malaysia!

I am pleased to inform that once again, HBSACM in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA, will be organizing the 8ASMDP. This Program is sanctioned by Harvard Business School, Boston, Massachusetts, USA.

This one week residential Program is scheduled from July 30 to August 6, 2017 will be held at the Hotel Bangi-Putrajaya, Bandar Baru Bangi, Selangor, Malaysia. This Program is open to all Senior Managers in Public and Private Sectors from Malaysia and overseas.

*This Program using the Harvard Business School well-known Case Study Method of teaching will be facilitated by **Prof Richard H.K. Vietor** and **Prof David Collis**, two leading professors from the Harvard Business School.*

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

Most of the managers and civil servants in Malaysia conduct business or public policy in an increasingly globalized context. Trade, investment, finance, sourcing and, indeed, competition have become thoroughly international. Understanding the environment of business is the objective of BGIE.

Because the subject is vast, the module focuses on six “trajectories” which define and analyze business context:

- 1. Asian high growth*
- 2. Latin America's recovery from debt crisis*
- 3. African Renaissance*
- 4. Islamic resurgence*
- 5. European integration*
- 6. Descent 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. Basic tools of macroeconomics analysis like 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 will be introduced. The module will also examine institutional strengths (e.g., Singaporean EDB) and weaknesses (coalition politics in India), and determine how to improve policies.

Richard Vietor:

(Baker Foundation Professor of Business Management at the Harvard Graduate School of Business Administration).

Strategy by Professor David Collis

The module will cover the key elements of an effective strategy and discuss how to craft successful strategies that drive performance in the current economic environment. To do so the module looks at companies in industries ranging from consumer products to financial services and natural resources. The concepts introduced will include industry analysis, competitive advantage, competitor interaction, corporate strategy and global competition. Case discussions will be supported by the introduction of frameworks that assist any company developing a winning strategy. The module will also provide insight into corporate level strategy that enables diversified companies to create value across their various businesses. Discussions will cover the implications of the frameworks and their application to South East Asia.

David Collis:

(Professor of the Thomas Henry Carroll Ford Foundation Adjunct Professor)

The participation fee of RM 18,000 is inclusive of tuition, case materials, single room accommodation and meals.

All the past Programs are claimable under SBL Scheme. We are in the process of applying for similar approval from Pembangunan Sumber Manusia Berhad (HRDF).

I am pleased to report that participants of the past Programs have awarded high rating for the Programs and HBS Professors who facilitated the Programs.

Upon completion of the Program, the participant will receive a certificate from the Guest-of-Honour at the Graduation Ceremony on Saturday August 5, 2017.



Since its establishment in 1977 the Club has organized 25 Executive Education Programs comprising of 18SMDP and 7ASMDP. More than 2300 Senior Managers from Public and Private Sectors from Malaysia and Asean Countries have attended these Programs.

The past Executive Programs organized by HBSACM since 1980 have significantly contributed to the Professional development in business management of the practicing Managers both in Public and Private sector.

Brochures and Application form for the Program are being prepared and will be sent to you once ready.

For registration and further information about the Program you may advise your candidates to call Pn Rose or Pn Lina at 03-7956 1192 or email at hbsacm@gmail.com

Wishing you and your company all success for Year 2017 and beyond.

I look forward to welcome participants from your organization.

Kindest Regards,

Dato' Seri Ir Dr Zaini Ujang
*President HBSACM
Cum Secretary General
Ministry of Energy, Green Technology and Water
Malaysia*