



7th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM 2016

**DATE:
JULY 31 TO AUG 7, 2016**

**VENUE:
HOTEL BANGI - PUTRAJAYA
BANDAR BARU BANGI
SELANGOR, MALAYSIA**



**HARVARD BUSINESS SCHOOL
ALUMNI CLUB OF MALAYSIA**

HBSACM



7th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM

The HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA (HBSACM) Asean Senior Management Development Program (ASMDP) is a fully residential one-week program organized by the Club since year 2005. Based on the Harvard Business School model for its Executive Education Program conducted in Boston, the ASMDP 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 two modules, **Business Government & the International Economy (BGIE)** and **Corporate Finance**. The ASMDP has trained more than 600 senior managers since year 2005 and contributed to the professional development of the practising managers who have potential for large responsibilities.

PROGRAM CONTENT

BUSINESS GOVERNMENT & THE INTERNATIONAL ECONOMY (BGIE)

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 teaches 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 uses 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. It will examine institutional strengths (e.g., Singaporean EDB) and weaknesses (coalition politics in India), and relook how policies can be improved.

The objective is to help Senior Managers to accurately assess their business environments, to anticipate exchange rate and interest rate variations, to think about emerging markets, and to identify and anticipate policy barriers (and incentives) to doing business.

CORPORATE FINANCE

The corporate finance module will provide Senior Managers with the analytic tools, frameworks, and judgment needed to make better strategic, operating, and investment decisions. Case-based classes will cover the use of financial statement analysis to understand a firm's financial condition; the use of discounted cash flow analysis to evaluate investment and acquisition decisions; and the presentation of a "value drivers" framework—this framework describes the levers of control which could be applied to increase firm value and manage growth. This program is designed to enhance the core financial skills of Senior Managers in a broader strategic context.

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 encourage 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.



PROF RICHARD VIETOR

Professor Vietor is the Paul Whiton Cherington Professor of Business Management at the Harvard Graduate School of Business Administration and Senior Associate Dean for the Asian Initiative. He teaches courses on the International Political Economy. He is the recipient of the Newcomen Award in business history. Professor Vietor's research on business and government policy has been published in numerous journals and books.

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 Vietor has published more than ninety case studies on energy policy, the regulation of transportation, telecommunications and financial services and on the national development strategies of a dozen countries. He has been a consultant to the Hudson Institute and the Energy Research and Development Administration, serves on the Advisory Boards of IPADE (in Mexico), IESE (in Spain), INALDE (in Columbia), the Luigi Gerardo Napolitano Society (in Italy), the Advisory Council of the Australia China Business Council, and several firms. He was a consultant to the Prime Minister of Malaysia.



PROF BENJAMIN ESTY

Benjamin Esty is the Roy and Elizabeth Simmons Professor of Business Administration and the former chairman of the Finance Department at Harvard Business School. He was the founding faculty chairman of the General Management Program (GMP), a comprehensive leadership program for senior executives, and currently teaches both corporate strategy and corporate finance in the MBA program. His research focuses on financial management, valuation issues, and infrastructure finance, and he has published articles in both academic

and practitioner-oriented journals. He has also written more than 125 case studies and notes on financial strategy, valuation analysis, mergers and acquisitions, and project finance. The case studies on project finance are contained in a book called *Modern Project Finance*. In addition to his academic research, Professor Esty has led leadership development programs for corporations around the world, been an expert witness for litigation involving complex finance and valuation issues, and served as a director of several public and private companies.

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

Though the target group was Senior Managers but the majority of the past participants were Senior Management teams of both Private and Public Sector from Malaysia and Overseas.

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.

APPLICATION

Application can be made on the prescribed Application Form which is to be completed and return to:

Director of Activities
Harvard Business School Alumni Club of Malaysia
Unit 3A 07, Block C, Pusat Dagangan Phileo Damansara 1
Jalan 16/11, Sek 16, 46350 Petaling Jaya, Selangor
Tel: 603 7956 1192 Fax: 603-7956 1195
Email: hbsacm@gmail.com
Website: hbs.hbsacm.org

CLOSING DATE : 30th JUNE 2016

PROGRAM FEE

RM 16,000 per participant inclusive of 6% GST.

The fee covers tuition, course materials, single room accommodation and meals.

Application must be accompanied with a deposit of RM 9,000 either by cheque or Bank Draft made payable to HARVARD BUSINESS SCHOOL ALUMNI CLUB of MALAYSIA. Balance payment of RM 7,000 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 deposit will be refunded to unsuccessful applicant.



HBSACM

ORGANIZER

The Harvard Business School Alumni Club of Malaysia (HBSACM), a non-profit organization was formed in 1977. The Club serves to enhance the professional standard, management and practice of Malaysian business. One of its key objectives is to generate interest among senior management personnel and promising university graduates in management positions to further their management training. In promoting the advancement of education in business, the Senior Management Development Program was organized by HBSACM since 1980 to cater for Senior Managers from Malaysia and Asean Countries. The first Asean Senior Management Development Program was organized in 2005.

Other activities organized by HBSACM for its members include golf tournaments, corporate visits, luncheon and dinner talks by distinguished speakers on current issues. As part of its corporate social responsibility, HBSACM under its Foundation provide book grants to University students, scholarships for MBA students and award Gold Medal to the best student in Business School.