



26<sup>th</sup> April 2016

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**2015/2016**

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**7<sup>th</sup> ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM**  
**(7ASMDP) JULY 31 to AUGUST 7, 2016**

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

*To enhance the professional standard and management of Senior Managers, HBSACM once again in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA, will be organizing the 7ASMDP. This one week residential Program scheduled from July 31 to August 7, 2016 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 Benjamin Esty**, two leading professors from the Harvard Business School.*

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

*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.*

***Richard Vietor:***

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

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

*The corporate finance module will provide business leaders 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 an operating manager can use to increase firm value and manage growth. This program is designed for Senior Managers in functional or general management role, and is also suited to enhance their core financial skills in a broader strategic context.*

***Benjamin Esty:***

*(Roy and Elizabeth Simmons Professor of Business Administration and the former Chairman of the Finance Department at Harvard Business School).*

*I am pleased to report that participants of the past Program had awarded high rating for the Programs as well as 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 6, 2016.*

*Since its establishment in 1977 the Club has organized 24 Executive Education Program comprising of 18SMDP and 6ASMDP. More than 2000 Senior Managers from Public and Private Sectors from Malaysia and Asean Countries have attended these Programs.*

*Your investment for this Program is **RM 16,000** per participant covering tuition fees, case materials, hotel accommodation (single deluxe room), meals and GST. **This Program is HRDF claimable.***

*To ensure places in this 7ASMDP, kindly register your participants early. For further information, you may contact Pn Rose Tel No 03-7956 1192 or email at [hbsacm@gmail.com](mailto:hbsacm@gmail.com)*



**HARVARD**  
**BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA**

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*For additional copies of Brochure and Application Form, kindly download from our website: [hbs.hbsacm.org](http://hbs.hbsacm.org)*

*The closing date for application is on **June 30, 2016**.*

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

*Kindest Regards,*

***Dato' Seri Ir Dr Zaini Ujang**  
President HBSACM  
Cum Secretary General  
Ministry of Higher Education  
Malaysia*