



November 19, 2018

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2018 / 2019

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10th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM
(10ASMDP) JULY 14 to 21, 2019

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 10ASMDP. This intensive one week residential Program scheduled from July 14 to 21, 2019 to be held at the Bangi Resort Hotel, Selangor, Malaysia, is sanctioned by Harvard Business School, USA.

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.

Though the Program is for Senior Managers, but the past 27 Programs (9ASMDP and 18SMDP) were mainly attended by Senior Management team of Public and Private Sectors from Malaysia and overseas.

This year's Program comprising two modules will be taught by the following HBS Professors:-

- 1. Business Government & The International Economy by Prof Richard Vietor***
- 2. Corporate Strategy by Prof David Collis***



**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.

The global economy module introduces country analysis – the method of assessing national political economies taught at the Harvard Business School. It will begin with the Asian high-growth trajectory – examining Singapore, India and China turning to emerging markets – like Saudi Arabia, Colombia and South Africa – and finally look at rich countries – Portugal and Europe’s debt crisis, Japan and deflation, and the US current account deficits.

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.

Richard Vietor:

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

Corporate 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 19,500 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 July 20, 2019.

Since its establishment in 1977 the Club has organized 27 Executive Education Programs comprising of 18SMDP and 9ASMDP. More than 2500 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 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 at 03-7956 1192 or email at hbsacm@gmail.com

Wishing you and your company all success for Year 2019 and beyond.

I look forward to welcome participants from your organization.

Kindest Regards,

Dato' Seri Ir Dr Zaini Ujang
President HBSACM