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**16TH SENIOR MANAGEMENT DEVELOPMENT PROGRAM (16SMDP)
FROM 18TH JULY TO 1ST AUGUST 2010**

Greetings from Harvard Business School Alumni Club of Malaysia!

The Harvard Business School Alumni Club of Malaysia (HBSACM) once again will conduct the Senior Management Development Program from 18th July to 1st August 2010 at the Awana Genting Highlands Golf & Country Resort, Genting Highlands, Malaysia. This will be the 16th SMDP Program, organized by the Club since its establishment on 19th July 1977. The Club has also conducted 3 Asean Senior Management Development Program since then. These programs are in accordance with the Club's objective to enhance the professional standard, management and practice of Malaysian Business.

Just like the past programs, this 16th SMDP is conducted by the Club in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA.

This 2 weeks residential Management 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 intensive 2 weeks program facilitated by 4 Senior Harvard Business School's Professors, will focus on the following 4 modules.

- 1. Prof. Richard Vietor** - Business Government and International Economy
- 2. Prof. David Collis** - Strategy & Global Competition
- 3. Prof. David Bell** - Marketing
- 4. Prof. Benjamin Esty** - Corporate Finance

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

Your investment for this Program is RM 22,800 per participant covering hotel accommodation (single room), 5 meals, case materials, tuition, Graduation Dinner and Club membership.

18th March 2010



To ensure places in this 16th SMDP, kindly register your Senior Managers early. For further information, you may contact Pn Rosmah Tel No. 03-7956 1192 or Fax 03-7956 1195 or email at 16smdp2010@hbsacm.org

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

The closing date for application is on June 15, 2010.

I look forward to welcoming your participant(s) to the program.

Kindest Regards,

Tan Sri Datuk G. Gnanalingam
President HBSACM