



7th December 2017

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2017**

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**9th ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM
(9ASMDP) JULY 15 to 22, 2018**

Greetings from Harvard Business School Alumni Club of Malaysia!

HBSACM in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA, will be organizing the 9ASMDP. This Program is sanctioned by Harvard Business School, Boston, Massachusetts, USA.

This one week residential Program scheduled from July 15 to 22, 2018 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.

The objectives of the ASMDP are (1) to focus on the global economy and the developmental trajectories of different parts of the world, and (2) to assess the leadership skills and methods needed in this global environment.

*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 Rakesh Khurana**, 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.

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).

Leadership by Professor Rakesh Khurana

The focus of this module on teams is twofold. First, it is to explore the realities of the expectations and pressures placed on managers in building global teams. Because teams accomplish so much of the work in today's organizations, managers must be skilled at participating in and leading teams. This segment of the course explores the multiple factors that shape the development, dynamics, and effectiveness of groups. The module looks particularly at the determinants of group culture and performance and what happens when one attempts to change a group's culture to a global top management team. Building on this understanding, it will then examine the manager's role in designing and building an effective team and the impact of the manager's style on the team's behavior and performance.

The second part of the sessions focuses on strategy, alignment, and leading change. Leaders' attempts to renew or change their organizations often fail. This segment of the course will compare and contrast efforts to transform organizations in order to identify critical stages and activities in the change process. Different approaches for developing and communicating a vision for an organization and for motivating people to fulfill that vision will be identified. The following questions will be addressed: What are the primary sources of resistance to change? What are the most appropriate ways for overcoming them? What change strategies "work" and under what conditions?

Rakesh Khurana:

Marvin Bower Professor of Leadership Development at the Harvard Business School, Professor of Sociology and Organizational Behavior at Harvard University and the Dean of Harvard College.

The participation fee of RM 19,000 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 July 21, 2018.

Since its establishment in 1977 the Club has organized 26 Executive Education Programs comprising of 18SMDP and 8ASMDP. More than 2400 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 2018 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*