

**16TH SENIOR MANAGEMENT DEVELOPMENT PROGRAM**  
**HBS Alumni Club of Malaysia**  
**July 19 - 24, 2010**  
**WEEK 1**

Week 1	Sunday July 18	Monday July 19	Tuesday July 20	Wednesday July 21	Thursday July 22	Friday July 23	Saturday July 24
8.00-9.00		Study Group	Study Group	Study Group	Study Group	Study Group	Study Group
9.00-10.30		Wiegandt (Esty)	Dove (Bell)	Dell NWC (Esty)	Nestle 2008 (Bell)	Airbus (Esty)	Loyalty (Bell)
11.00-12.30		Aqualisa Quartz (Bell)	Advanced Technologies Inc (Esty)	Valuing Capital Investment (Esty)	Liston (Esty)	Tesco (Bell)	Conrail (A) (Esty)
2.30-4.30	2.00-5.00pm Registration	FCF Valuation Lecture (Esty)	Pricing Lecture (Bell)	Callaway Golf (Bell)	Samsung Electronics (Bell)	Malaysia Air (Esty)	
6.30pm Opening Ceremony & Welcome Dinner							

**July 26 - 31, 2010**  
**WEEK 2**

Week 2	Monday July 26	Tuesday July 27	Wednesday July 28	Thursday July 29	Friday July 30	Saturday July 31
8.00-9.00	Study Group	Study Group	Study Group	Study Group	Study Group	Study Group
9.00-10.30	India: Democracy & Development (Viotor)	Southwest Airlines (Captain Marvel) (Collis)	Mexico: Crisis & Competitiveness (Viotor)	Lamoian (Collis)	Japan: Deficits, Demography & Deflation (Viotor)	8.30-10.15 US Current Account (Viotor)
11.00-12.30	China & WTO (Viotor)	Edward Jones (Collis)	Saudi Arabia: Modern Reform, Enduring Stability (Viotor)	Revitalizing Dell (Collis)	BRL Hardy (Collis)	10.30-11.45 Malaysia (Viotor)
2.30-4.30	Ben & Jerry's (Collis)	Russia (Viotor)	Lecture: What is Strategy? (Collis)	Italy: If not Now, When? (Viotor)	Lecture: International Strategy (Collis)	12.00-1.15 Lecture: How Countries Compete (Viotor)
						07.45 pm Graduation Dinner