



14th December 2011

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17TH SENIOR MANAGEMENT DEVELOPMENT PROGRAM (17SMDP)
FROM 1ST to 15TH JULY 2012

Greetings from Harvard Business School Alumni Club of Malaysia!

Once again HBSACM in collaboration with the Senior Faculty Members from the Harvard Business School, Boston, Massachusetts, USA, will organize the 17th Senior Management Development Program (SMDP) for the Senior Managers from Malaysia and overseas. This two weeks residential program scheduled from 1st to 15th July 2012 will be held at the Hotel Equatorial Bangi, Selangor, Malaysia.

*This Program using the Harvard Business School well known Case Study Method of teaching will be conducted by four leading professors from the Harvard Business School namely, **Prof. Richard H.K. Vietor, Prof. David Collis, Prof. David Bell and Prof. Benjamin Esty** in the following modules:-*

Business, Government and the International Economy (BGIE) by Professor Richard Vietor

Understanding the environment of business is the objective of Business, Government and the International Economy (BGIE) module. It will focus on various "trajectories," which define the evolution of the global economy: (1) Asian high growth, (2) Latin America's recovery from debt crisis, (3) Collapse of socialism in USSR, (4) African Renaissance, (5) European integration, and (6) Decent into deficits and debt by Japan and the USA.

The module will teach 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 will use 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. Specific cases from Asia, Latin America, Middle East, Europe and the USA will be used in the discussion.

Richard Vietor: *(Senator John Heinz Professor of Environmental Management at the Harvard Graduate School of Business Administration, where he teaches courses on the regulation of business and the International Political Economy)*



Strategy and Global Competition by Professor David Collis

This module, will cover the key elements of an effective strategy and discuss how to craft successful international strategies in the current economic environment. It will focus on companies in industries ranging from consumer products to financial services and natural resources. The concepts introduced will include industry analysis, competitive advantage, competitor interaction, and global competition. Cases will be supported by describing the key elements of any strategy – the definition of the firm’s objective, scope, and competitive advantage – and laying out frameworks for developing an effective strategy. Discussions will cover the implications of the frameworks and their application to South East Asia. Specific cases will likely include among others airlines, retail brokerage, toothpaste, and wine.

David Collis: *(Professor of Business Administration within the Strategy unit. He is an expert on Corporate Strategy and Global Competition)*

Marketing by Professor David E. Bell

There has been a significant shift in the role of the marketing function in the last two decades. It is now widely acknowledged that the marketing function is to create value in the marketplace, leaving a significant portion of it for its customers, yet retaining a fair share for the company’s investors. This module will cover inter alia, how to construct a successful marketing plan by examining the success and failures of companies. * learn a systematic method for creating value for their organization. * creating a marketing focus in an organization. The cases in the program will cover a range of consumer products, industrial products and services.*

David E. Bell: *(George M.Maffett Professor of Business Administration at HBS. During 30 years with the faculty, he has taught courses on managerial economics, risk management marketing and retailing for MBA and Executive Programs).*

Corporate Finance by Professor Benjamin Esty

The module will focus on corporate finance and provide senior executives with the tools, frameworks, and judgment needed to make better strategic, operating, and investment decisions. Case-based classes will cover the use of ratio analysis to understand a firm’s financial condition; the use of discounted cash flow analysis to evaluate investment and acquisition decisions; and the development of a “value drivers” framework—this framework describes the levers of control an operating manager can use to increase firm value. This program is designed for managers in any functional or general management role, and is also suited for managers wishing to sharpen their core financial skills in a broader strategic context.

Benjamin Esty: *(Roy and Elizabeth Simmons Professor of Business Administration and Head of the Finance Unit at Harvard Business School. He taught courses in the MBA Program on Corporate and Project Finance)*



The participation fee of RM 24,000 per participant covers tuition, case materials, accommodation, meals and the membership fees for Associate Member of the Club.

Upon completion of the Program, the participant will receive a certificate at the Graduation Ceremony on Saturday 14th July 2012.

Since its establishment in 1977 the Club has organized 16 SMDP and 4 ASMDP programs. More than 2000 Senior Managers of Public and Private Sectors from Malaysia and Asean Countries have attended these Programs.

We forward herewith the Application Form for registration. Brochures are being prepared and will be sent to you shortly.

In the meantime, we would appreciate it if you could kindly call Pn Rose at 03-7956 1192 or email at hbsacm@gmail.com for further information and registration.

Wishing you and your company all success for Year 2012 and beyond.

I look forward to welcome participants from your organization.

Kindest Regards,

Datuk Othman Yusoff
Director of Activities