

THE CASE STUDY METHOD

The Harvard Business School case study method encourages participants to assume the roles of the managers involved, as they analyze and discuss the management challenges presented. This learning by analogy challenges conventional thinking and maximizes the take away value for the sponsoring companies. Under the faculty's guidance and probing, participants will learn to appreciate the different issues affecting the various cases. They learn to think on their feet and quickly analyze fact and situations, define problems, formulate solutions, compare options commit to an action plan and sell the merits of their respective positions to their colleagues. All case studies are written and selected to encourage in-depth examination of the critical issues addressed in each course. A single case, for example, might involve operating policies, accounting methods, marketing strategies and management styles. Cases also involve a vast range of organizations.

PARTICIPANTS

Participants come from various background and experience in field as varied as banking, engineering, manufacturing, technology, entertainment, public service and entrepreneurship. The selection of participants ensures that the group of men and women gathered together for the Program are from various business and professional background to provide participants with the opportunity of drawing from each other's experiences. The focus of the Program has been designed to actively engage the participants and sustain a high level of stimulation and involvement. To ensure depth of discussions, participants will have reached a fairly high level of seniority in management within their respective organizations.

All participants of this 3rd ASMDP will become Associate Members of HBSACM upon graduation.

PEER GROUP INTERACTION

Every facet of our Program from the selection of participants to the design of living groups to team building activities is purposefully structured to promote dynamic interaction among diverse group of peers. This constant interchange not only produces a rich pool of knowledge, but also allows participants to share their business and professional's experiences, challenge and motivate one another and provoke new ways of thinking.



APPLICATION

Application can be made on the prescribed Application Form. Kindly complete the Application Form and send to:

Director of Activities
Harvard Business School Alumni Club of Malaysia
No. 3A 07 Block C, Phileo Damansara 1
No. 9, Jalan 16/11 Off Jalan Damansara
46350 Petaling Jaya, Selangor
Malaysia
Tel: 603 - 79561192 / 603- 79560186
Fax: 603 - 79561195
Email: asmdp2009@hbsacm.org
Website: <http://www.hbsacm.org>

CLOSING DATE: 15 JUNE 2009

FEES

RM 12,800 per participant

The fees cover tuition fees, case materials, board and lodging throughout the program at the Awana Genting Golf & Country Resort, Genting Highlands, Malaysia.

All application must be accompanied with a deposit of RM 5,000 either by cheque or bank draft made payable to HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA. Payment of the remaining RM 7,800 shall be made upon confirmation of acceptance.

As the class size is limited, the decision of the Executive Committee of HBSACM in the selection of participants is final. The RM 5,000 deposit will be refunded to unsuccessful application.

The total fee is not refundable upon confirmation of acceptance. However, substitution of candidates to the program may be considered at the discretion of the Executive Committee of HBSACM.

THE ORGANIZER



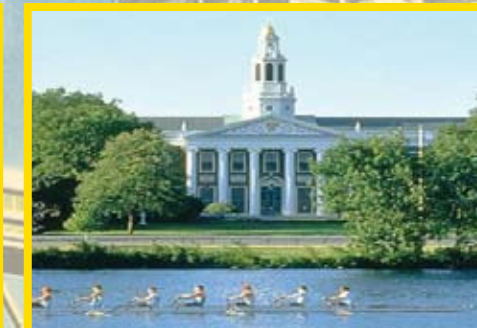
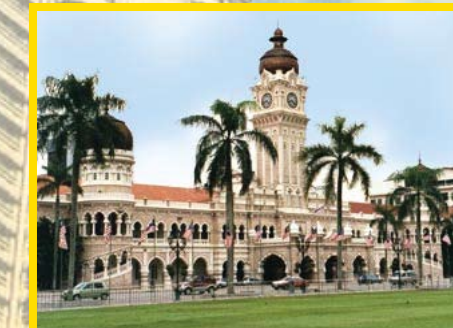
The Harvard Business School Alumni Club of Malaysia, a non-profit organization was formed in 1977. Its current membership is made up of 174 Ordinary Members and 1247 Associate Members. The Club objective is to promote and develop business related activities including the advancement of education in business.



HARVARD BUSINESS SCHOOL ALUMNI CLUB OF MALAYSIA

3rd ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM

ASMDP 2009



Date:

26 July to 2 August 2009

Venue:

**Awana Genting Golf & Country Resort
Genting Highlands, Malaysia**