



3rd ASEAN SENIOR MANAGEMENT DEVELOPMENT PROGRAM

This intensive one week residential program is designed to provide key tools and concepts for competing in a global economy. The broad elements of business such as Finance, Strategy and Country Analysis will be highlighted. Participants will attend the Program on full time basis preferably without interruption from home or office. They will be taught by a full-time faculty utilizing the case study method. Participants are encouraged to share their experiences and learn from each other in and out of the classroom. New concepts, research findings, management issues and teaching materials are expertly presented by the distinguished teaching faculty comprising of two leading Professors from the Harvard Business School, Boston, USA.

PROGRAM CONTENT

Business, Government, and the World Economy

Business, Government, and the World Economy is a module modeled after the largest required course at the Harvard Business School. Its purpose is to provide participants with a method for analyzing and making sense of the recent development of the global economy. The cases, which are focused on national development strategies, will teach our approach to country analysis – how we look at the strategies, context, and performance of nation states. Participants will learn to use national income accounting and balance of payment accounting to assess growth, productivity, monetary and fiscal policies, exchange rates, savings and investment, and competitiveness. In the process, participants will learn, analyze and evaluate how India, China, Brazil & Saudi Arabia have pushed their growth forward. Participants will then focus on Italy, Japan and the United States to understand how the economies of the West have collapsed into recession. Participants will also spend a special session on the *Sub-Prime Crisis* that precipitated the current global crisis (new case study that examines the causes of the current financial crisis. It considers the contributions of real estate buyers and sellers, investment bankers, credit agencies and regulators to this severe global crisis).

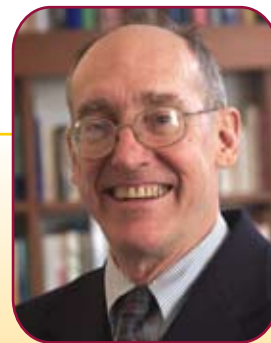
Strategy and Global Competition

This module will discuss the recent development of the global economy. It will cover the key elements of effective strategy and discuss how to craft successful international strategies and introduce participants to the fundamental concepts of strategy and the basic building blocks of effective strategy formulation. Cases will cover a range of industries from consumer products to financial services and airlines. Specific topics that will be covered include the definition of a strategy; industry analysis; competitive advantage; competitor analysis; corporate level strategy; and global competition. Cases will be supported by discussions of the frameworks and their application to South East Asia and attention will be paid to the particular strategic issues that arise during a global recession. By its conclusion participants should understand what are the critical elements of a strategy, and how to develop a strategy for their business that will generate superior performance.



THE FACULTY

Figuring out the right method and getting the participants to accept the new way of doing things demand exceptional teaching skills. The Faculty members from the Harvard Business School, Boston, USA are committed to the personal and professional development of students. They maintain high standards in conducting leading-edge research that is directly related to course development. The case method requires a rigorously prepared instructor as the emphasis on classroom interaction affords no refuge in lecturing. Professors orchestrate discussions and activities, encouraging participants to exercise their analytical skills and stretch their imagination to reach a deeper understanding of the issues and craft creative solutions. Curriculum development, case writing and research are inseparable elements of the teaching faculty. New cases are constantly being written and the existing ones updated and reviewed. The faculty's ongoing involvement with practicing managers ensures that the curriculum is current and focused on both contemporary and future issues.



RICHARD H.K. VIETOR

RICHARD VIETOR is the 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.

Before coming to the Business School in 1978, Professor Vietor held faculty appointments at Virginia Polytechnic Institute and the University of Missouri at Columbia. He is the recipient of a National Endowment for the Humanities Fellowship and the Newcomen Award in business history.

Professor Vietor's research on business and government policy has been widely published in numerous journals and books. He has contributed chapters to *America versus Japan* (1986), *Wall Street and Regulation* (1981), *Future Competition in Telecommunications* (1989), and *Government, Industries and Markets* (1990). His books include *Environmental Politics and the Coal Coalition* (1980), *Energy Policy in America* (1984), *Telecommunications in Transition* (1986), *Strategic Management in the Regulated Environment* (1989), *Contrived Competition* (1994), *Business Management and the natural Environment* (1996), and *Globalization and Growth: Case Studies in National Economic Strategies* (2004), and *How Countries Compete* (2006).

For his courses in business-government relations, Professor Vietor has published more than eighty case studies on international energy policy, the regulation of natural gas, nuclear power and hazardous wastes, and on strategy and deregulation in airlines, railroads, telecommunications, and financial services; and on the national development strategies of a dozen countries. He has been a consultant to the Hudson Institute and the Energy Research and Development Administration, serves the Advisory Boards of IPADES (in Mexico) IESE (in Spain) and INALDE (in Columbia), the board of the Luigi Gerardo Napolitano Society and several firms. He is a consultant to several corporations and to the Prime Minister of Malaysia.



DAVID J. COLLIS

For the past twenty years DAVID J. COLLIS has been a professor at the Harvard Business School, where he is an Adjunct Professor of Business Administration within the Strategy Unit -- only the second fulltime Adjunct Professor appointed at HBS. Previously, he was the MBA Class Senior Lecturer in the Strategy group at the Harvard Business School, having previously completed five years as the Frederick Frank adjunct Professor of International Business Administration at the Yale School of Management and two years as a professor at Columbia Business School. He is an expert on corporate strategy and global competition, and is the author of the recent books *Corporate Strategy* (with Cynthia Montgomery) and *Corporate Headquarters* (with Michael Gould and David Young). His work has been frequently published in the Harvard Business Review, Academy of Management Journal, Strategic Management Journal, European Management Journal, and in many books including *Managing the Multibusiness Company*, *International Competitiveness*, and *Beyond Free Trade*.

David Collis received an M.A. (1976) with a Double First from Cambridge University where he was the Wrenbury Scholar of the University. He graduated as a Baker Scholar from Harvard Business School, MBA (1978), and received a Ph.D. (1986) in Business Economics at Harvard University where he was a Dean's Doctoral Fellow. From 1978 to 1982 he worked for the Boston Consulting Group in London. He is currently a consultant to several major U.S. corporations, and on the Board of Directors of PICIS and the Board of Trustees of the Hult International Business School, and the Advisory Boards of Vivaldi Partners, Folder wave and formerly of Ocean Spray and WebCT. He is also the cofounder of the e-learning company E-Edge, and the advisory firm Ludlow Partners.

