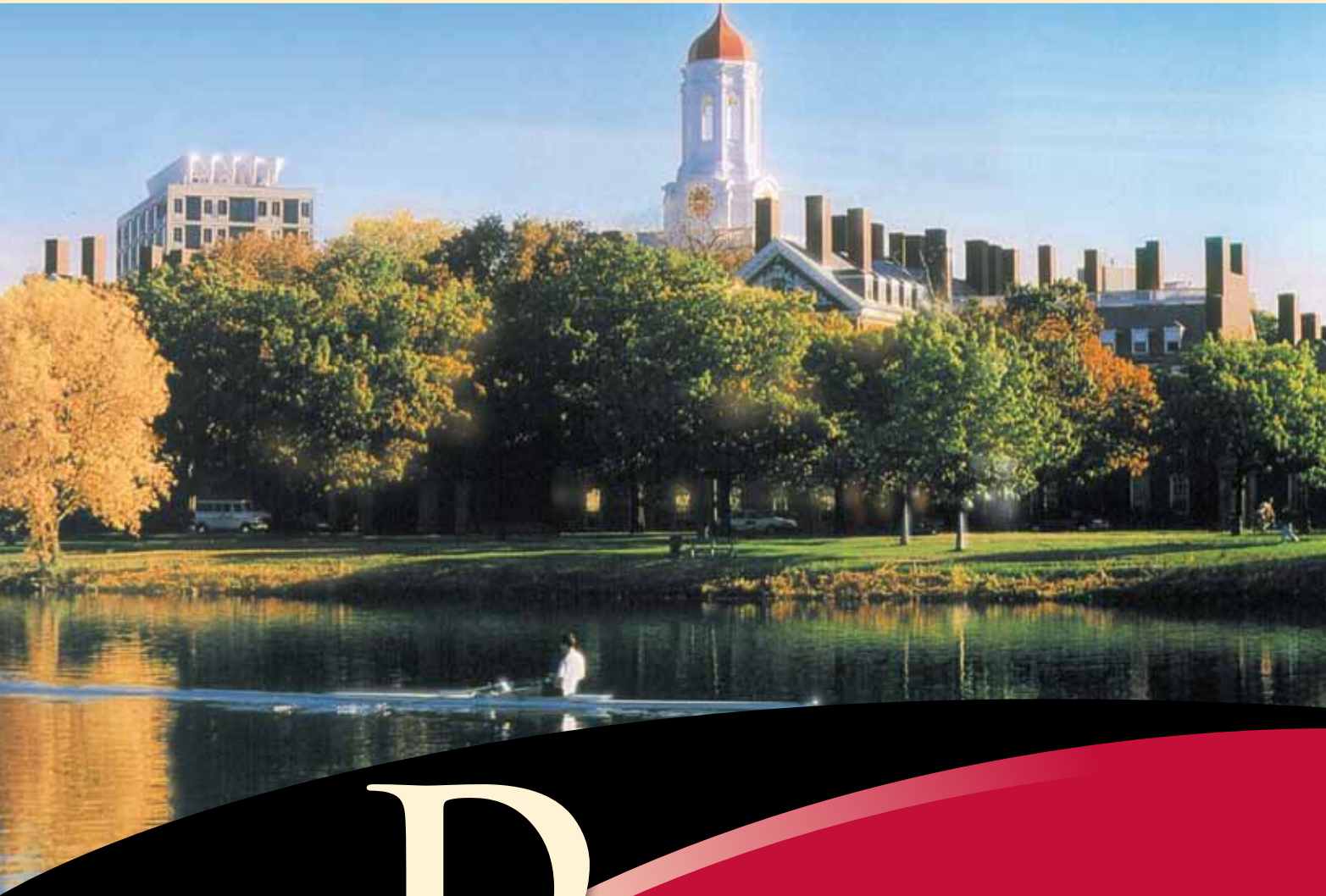


**HARVARD CLUB
OF MALAYSIA**



PREMIER BUSINESS
MANAGEMENT
PROGRAM

July 11 - 22, 2011

Awana Genting Highlands Golf and Country Resort
Genting Highlands

PREMIER BUSINESS MANAGEMENT PROGRAM (PBMP)

The 2011 PBMP comes to you with a change in curriculum, in response to feedback and request by participants and sponsoring organizations.

The focus is on Entrepreneurship, Innovation, Authentic Leadership, Strategies for Profitable Growth and Corporate Financial Management, as the world economy struggles to find solution to sluggish economic growth, high unemployment, ballooning fiscal budget deficits, sharply higher commodity prices, escalating global imbalances, sovereign debts, inflationary fears and a host of other macroeconomic challenges.

These challenges call for new skills, new knowledge and new perspectives.

Three new modules will be the focus of this year's PBMP:

- The Entrepreneurial Manager and Organization
- Strategies for Profitable Growth
- Authentic Leadership



The 2011 Premier Business Management Program (PBMP) will continue to have the following features:

- **PBMP** is a major investment in your organization's human capital, a renewal process to better prepare leaders for new challenges.
- **PBMP** provides leaders the opportunity to stand back from action and question their focus and beliefs, probing them to think deeply and creatively on the strategic issues that challenge their organizations.
- **PBMP** enables leaders to learn from the experience of their peers and engage a world renowned faculty.
- **PBMP** teaches leaders to position their organizations to search for new opportunities.
- **PBMP** provides leaders the strategic skills, cutting edge knowledge and actionable ideas, to lead, manage and respond to new challenges.
- **PBMP** provides leaders the opportunity to network and develop new business opportunities.

MEMBERSHIP IN HARVARD CLUB OF MALAYSIA

- PBMP alumni are eligible to become members of the Harvard Club of Malaysia.

WHO SHOULD ATTEND

Participants of PBMP are expected to have significant managerial experience and hold senior positions. Intended participants include:

- Chairman and Board members
- Chief Executive Officer
- Managing Director
- Chief Operating Officer
- Executive Director
- Director
- Executive Vice President
- Senior Vice President
- General Manager
- Senior executives in the private sector and Government-linked companies
- Senior officials in the public sector, Armed Forces, Police, Ministries, Government Departments, Agencies and Statutory Authorities

DATE : JULY 11 – 22, 2011

FEE : RM 23,500 per participant
USD 8,000 for overseas participants.

VENUE : Awana Genting Highlands
Golf and Country Resort,
Genting Highlands



PROGRAM STRUCTURE

- 2-weeks rigorous residential program requiring full commitment and active participation;
- Participants prepare cases individually and in groups;
- Class starts at 8.00am and ends at 4.30pm.

CERTIFICATE PRESENTATION

by Patron of Harvard Club of Malaysia

DYTM Raja Dr. Nazrin Shah, Raja Muda of Perak and Patron of Harvard Club of Malaysia will present graduation certificates to PBMP participants on the final day of the program on Friday, July 22, 2011.

CURRICULUM

PBMP is intensive. The curriculum and case studies have been selected to meet the needs of a diverse group of outstanding participants from different background and work experience.

MODULES

The Entrepreneurial Manager and Organization

Leaders are increasingly focused on how to make their organizations more responsive and more adaptable. Developing such characteristics allow an organization to successfully defend against threats to their core business, while simultaneously attacking newly emerging opportunities much more rapidly than ever before.

How can organizations develop the ability to turn uncertainty into opportunity?

By cultivating a more entrepreneurial culture, by developing more entrepreneurial managers, and by building a more entrepreneurial organization.

You will learn how to achieve these objectives, across a range of different organizations, from start-ups to small businesses, from government linked corporations and agencies to large corporations.

The challenge of building an entrepreneurial organization is broken into three parts.

- First, Core Concepts. How can Entrepreneurial Managers identify opportunities for new business creation and design organizations to exploit these opportunities?
- Second, the process of growing and adapting a business over time. How do Entrepreneurial Managers ensure that an organization remains flexible and responsive to changing customer needs as it becomes larger and more successful?
- Third, the challenge of entrepreneurship inside the large corporation. How do Entrepreneurial Managers leverage an organization's existing assets and capabilities, while at the same time, ensuring that organizations are not burdened by bureaucratic procedures and overly rigid processes?

A central theme that runs through the module is the role of Entrepreneurial Manager, organizational culture, and the power of small, diverse teams to solve tough challenges under tight budget and schedule constraints.

Authentic Leadership

- What is Authentic Leadership?
- Who is an Authentic Leader?
- What do Authentic Leaders do?
- What motivate and drive an Authentic Leader?
- How do you develop Authentic Leaders?
- How do you develop your Authentic Leadership style?

To be effective, leadership must be authentic. Authentic Leaders are people of the highest integrity, committed to building enduring organizations, leaders who have a deep sense of purpose and are true to their core values, leaders who have the courage to build their companies to meet the needs of all their stakeholders, and who recognize the importance of their service to society.

Leaders must develop committed followers and this depends less on the style of a person's leadership than on his or her personal qualities. Among the crucial qualities are high integrity, honesty and good values. In this module, you will assess your own characteristics as authentic leaders: your motivations, capabilities and personalities. You learn

to build productive relationships with others in order to get important things accomplished.

Becoming an authentic leader requires a personal development plan. You will be challenged to think and your ability to perform well.

- What is your capability for self-discipline?
- What is your ability to manage stress?
- What is your ability to keep up with a changing world?
- What is your preferred leadership style?
- What is the style to which you revert under pressure?

An effective personal development plan will create an authentic leader.

Corporate Financial Management

Strategic management of financial resources is key to creating and sustaining shareholders' value. Business success or failure is ultimately reflected in how the firm allocates and manages its financial resources strategically and its valuation.

This module is designed to provide you with a stronger appreciation of corporate finance, financial matters in decision making, how to leverage financial resources in order to competitively position your company, identify and capitalize on the investment opportunities in this challenging market conditions, in distressed situations and in restructuring.

Strategies for Profitable Growth

As the global economy adjusts to the financial crisis for the past few years, what are the key issues in formulating and executing strategies, marketing programs, and organizational initiatives to maximize your firm's ability to deal with the opportunities and challenges in your marketplace?

This module will focus on developing and implementing strategies for profitable growth and the interdependent links between your firm's strategy and marketing decisions and the leadership implications.

You will improve your company's ability to:

- Establish a common language about core components of strategy formulation and implementation with others on your company's leadership team; clarify and translate your company's strategy into messages and processes that are understood by others in your organization;
- Examine some generic growth option available to companies, the relevant questions to ask about each option, and the implications for you and various functions in your company;
- Improve specific processes in your organization, including pricing, selling, service, and account management;
- Provide a practical context for thinking about growth challenges and opportunities at your company in a changing marketplace.

You will enhance your knowledge and sharpen your skills on:

- Strategy and Implementation
- Strategy and Strategic Thinking
- Strategy Articulation
- Key Factors in Strategy and Growth: Sales and Pricing
- Pricing, Profits, and Customer Value
- Building and Maintaining a High-Performance Sales Organization
- Managing Market Change

FACULTY



ALAN MACCORMACK is a Visiting Associate Professor in the Technology, Innovation and Entrepreneurship area at MIT Sloan School of Management. He teaches classes in the areas of Innovation, Technology Management and Entrepreneurship. His research explores the dynamics of innovation in high-technology industries, with a particular focus on software and services. He has published extensively on the topic of how firms can manage and improve their operations, as well as how they can dramatically improve the way they bring new innovations to the market in uncertain times. Prior to coming to MIT in 2008, Alan taught for ten years at the Harvard Business School.

The author of over 50 cases and teaching notes, Alan has worked with leading technology-based organizations like Intel, and Microsoft to help develop better approaches to managing innovation. He has also worked with a number of large services firms in Europe and Asia, to help them understand how to confront the deep-seated changes in business models and operations that stem from the rapid diffusion of new technologies and increasing levels of globalization.

Alan received his doctorate from Harvard Business School in 1998, where he was a recipient of the George S. Dively award for distinguished research. He holds a Masters degree in Management from MIT Sloan School of Management, and a B.Sc. in Electrical Engineering from the University of Bath in England.



FRANK CESPEDES is Senior Lecturer in the Entrepreneurial Management Unit. He received his B.A. from the City College of New York, M.S. from M.I.T. and Ph.D. from Cornell University.

Cespedes was a professor at Harvard Business School for 15 years, specializing in strategy implementation, marketing, and organizational design. At Harvard, he has developed and taught a variety of MBA and executive courses, led the Strategic Marketing Management program for senior executives, and was co-lead of the Sustainable Market Leadership program for CEOs and their leadership teams. He currently teaches the TEM course in the MBA program as well as modules on Aligning Strategy and Sales in the Owner President Management (OPM) executive program and in the Key Executives program.

Before joining the faculty, he was a Research Associate at Harvard and worked at Bain & Company, an international strategy consulting firm. From 1995 to 2007, he was Managing Partner at the Center for Executive Development (CED), a firm that delivered training and advisory services in areas related to strategy, leadership, and organization. CED won awards in the United States and Europe for its work with companies worldwide. He has consulted to companies in many industries, and is affiliated with private-equity investors, and has been a Board member of Evenflo, HALO Industries, start-up firms, and the Education for Employment Foundation (EEF).

Cespedes is the author or co-author of six books, including *Concurrent Marketing: Integrating Product, Sales and Service* (Harvard Business School Press) and *Going to Market: Distribution Systems for Industrial Products* (Harvard Business School Press); as well as articles in leading journals and more than 40 case studies about companies and numerous technical notes on various business topics.



NABIL N. EL-HAGE is Chairman of Executive Training and Consulting and recently served as Adjunct Professor of Business Administration at Harvard Business School in the General Management area, and was also Senior Associate Dean for External Relations.

He first joined the HBS faculty in 1984, immediately after obtaining his MBA from the School, and taught the required MBA finance course in 1984-85. For the past several years, El-Hage taught the required Corporate Finance course, Fin 2, and the elective Private Equity Finance course, the development of which he spearheaded. Previously, he taught the elective course, Active Investing - Management and Governance, and the required course, Leadership and Corporate Accountability.

Prior to returning to HBS in 2003, El-Hage gained experience in private equity and venture capital with TA Associates and Advent International, as well as on the operating side, as CFO of Back Bay Restaurant Group. He also served as Chairman and CEO of Jeepers! Inc., a private equity-financed national chain of indoor theme parks for nearly ten years.

El-Hage was a Research Consultant with McKinsey & Company, Inc. before attending business school.

El-Hage has served on a dozen boards of private and public companies, ranging from start-ups to several billion dollars in revenues. He served as president of the Yale Club of Boston from 2005 until June 2007. He is currently the independent Chairman of the MassMutual Premier Funds, a \$10 billion mutual fund complex.

El-Hage graduated cum Laude from Yale University with a degree in electronic engineering (1980), and earned his MBA with the Highest Honors, as a Baker Scholar, from Harvard Business School in 1984, where he was awarded the Henry Ford Foundation Award for the Best First-Year Academic Record, the Loeb-Rhoades Fellowship for Excellence in Finance, the Copeland (Marketing) Award nomination, and a Dean's Doctoral Fellowship.



D. QUINN MILLS consults with major corporations and governments and appears in university and corporate classrooms. He is a generalist in an age of specialists, providing thought leadership in several fields including leadership, strategy, venture capital, finance, economics and geopolitics. He is an expert on the differences between Asian and Western leadership styles and has just published a chapter on the topic in the American Management Association's Handbook of Leadership, which has just been chosen as the best business book of 2010. He has been a director of publicly-listed firms and is currently a director of several closely-held private corporations.

During the Vietnam War, Mills spent several years in Washington, D. C. helping to control inflation. Simultaneously he taught at MIT's Sloan School of Management. Thereafter he taught for many years at the Harvard Business School. He has done consulting and speaking in the following countries: United States, Canada, the United Kingdom, Indonesia, Ireland, France, the Netherlands, Germany, Switzerland, Italy, Russia, Israel, China, Japan, Malaysia, Brazil, Columbia, Mexico, Singapore, South Africa, Kuwait, the United Arab Emirates, Saudi Arabia, Vietnam and Australia. He has been a member of the National Innovation Council of Malaysia -- a ministry level council chaired by the Prime Minister.

Mills earned his MA and Ph.D. from Harvard, both in economics. He received his undergraduate degree from Ohio Wesleyan.

Throughout his career, Mills has been an influential author. His most recent books are The Financial Crisis of 2008-10 (Amazon, 2009), and Rising Nations (with Steven S. Rosefielde) (Amazon, 2009). Other recent books are Principles of Management and Leadership: How to Lead, How to Live, and Principles of Human Resource Management each published in 2005 and 2006 respectively by MindEdge Press.

Professor Mills is widely and often quoted as well as seen in the national media. He is a Fellow of the National Academy of Human Resources.

ADMISSION

You can apply to PBMP via the following:

By internet:

Visit www.charlesrivercentre.com
Register and return the completed application form;

By post:

PBMP Admission Committee
Charles River Centre Sdn Bhd
Suite B-09-06, Plaza Mont'Kiara
2 Jalan Kiara, Mont'Kiara
50480 Kuala Lumpur
Malaysia.

By fax:

PBMP Admission Committee,
Charles River Centre Sdn Bhd at
603-6211 2919 or;

For further information:

Call: 603-6201 7248 / 6201 9248
Stephanie / Choi Lin / Chow Hui

- Qualified candidates are admitted on a rolling space available basis.
- Early application is encouraged.
- Application deadline: June 10, 2011.

ADMISSION REQUIREMENTS

As PBMP will be led by a highly experienced and world-renowned faculty, we look for equally qualified and outstanding executives so that a two-way learning environment can be established.

No formal educational requirements apply. We seek candidates with demonstrated ability and promise.