EXECUTIVE EDUCATION IN ASIA

PROGRAM DATE
Hong Kong
Sep 2 - 10, 2016

FEE // US$15,200
Program fee includes:
• Tuition
• Instructional materials
• Welcoming dinner and graduation dinner
• All lunches, and coffee/snack breaks

CONTACT
Adrian Chan
+852 2509 9088
enquiry@umich.com.hk

WEB

COMPREHENSIVE LEADERSHIP PROGRAMS

SENIOR EXECUTIVE PROGRAM IN ASIA
The View from the C-Suite

Overview

This is our senior executive level Asia flagship program offering a broad leadership development experience examining high level executive challenges from a variety of essential organizational and personal perspectives. It brings together the top senior executives from across the region and beyond to experience the very cutting edge of Executive Education in Asia.

One of the responsibilities that differentiates senior executives from junior managers is the need to focus on multiple constituencies at the same time. Senior executives in Asia:

• Face the dual challenge of dealing with unique country and regional competitive dimensions, while trying to integrate and coordinate with units and entities in the larger global environment.

• Battle with the twin tensions of delivering results against specific responsibilities and integrating and coordinating across various activities, departments and units.

Some leaders are born. The best are CREATED.
The Senior Executive Program in Asia takes a strategic and practical approach to these challenges. As a consequence, the content is both focused on Asia and at the same time includes broad topics, including strategy, financial analysis, human resource management and strategic marketing. Step back from your daily work to experience a highly interactive delivery to stimulate your senses. Learn from three world class instructors and share your experiences with peers from leading organizations offering an opportunity to network with present and future executive leaders in Asia.

Learning Objectives

• Gain leadership perspective on the broad responsibilities of senior management
• Discover how to meet challenges in Asia while integrating with global operations
• Address multiple stakeholder concerns effectively
• Enhance your firm’s competitive advantage

Who Should Attend

This program is targeted at senior executives in Asia who have increasingly broad responsibilities. This includes company presidents, division heads, regional presidents, regional functional and business executives, as well as country managers and other general managers. On average around 80% of the participants come from outside Hong Kong, which ensures a diverse background for experience sharing, on top of the insights that the Michigan instructors bring to the table.
Program Focus

Senior executives must, at a minimum, be mindful of competitors, customers, employees, shareholders, and society. In this program, we apply leading edge tools and ideas both to the separate examination of these challenges - to build a broad strategic leader perspective - and to their successful integration. Specific topics relative to each of these constituencies are:

**Competitors**
- Industry and competitive analysis
- Growth strategies
- Alliances, partnerships, and joint ventures
- Strategy, structure, and value chain configuration
- Regional and global competition

**Employees**
- Leadership
- Organizational change and transformation
- Winning the war for talent
- People development and performance management

**Customers**
- Customer satisfaction
- Value proposition
- Linking quality, satisfaction, and financial performance
- Effective use of technology for productivity and innovation

**Shareholders**
- Creating shareholder value
- Earning your cost of capital
- Exciting new business simulation added to challenge your learning!
- Valuing acquisitions
- Allocating resources

**Society**
- Country risk and opportunity analysis
- Government relations
- Non-government entities
- Ethics, communities and the environment

**Duration**

This is a 9-day program and runs from Friday to the following Saturday. It is not residential as accommodation is not included in the tuition fee, however, due to the nature of evening sessions, it is highly recommended that all participants reside at the hotel venue to immerse themselves in the full learning potential.
Benefits of Attending

As a participant in this program, you will broaden your knowledge of country, regional and functional dynamics, and deepen your capabilities in meeting strategic and leadership challenges. Specifically, this program will enable you to better:

- Meet unique challenges in the Asia region and at the same time integrate effectively with other parts of a global business
- Enhance your firm's competitive advantage
- Increase your firm's value proposition to customers and improve customer satisfaction
- Align organizational strategy and structure
- Lead organizational change and transformation
- Attract top talent, and develop their full potential
- Utilize technology for great productivity and advantage
- Analyze decisions and alternatives incorporating both financial and non-financial tools
- Address various stakeholders' concerns such as shareholders, communities, governments and employees

In addition, you will challenge yourself and your peers through a consolidating and comprehensive business simulation and enable you to test drive some new concepts and skills in a safe and practical environment.

By attending this program, you will receive 2 credits towards our Distinguished Leader Certification and will personally be rewarded with Life-time Scholarship and Peers Vouchers to develop your chosen peer. Visit our website for more details: http://www.michiganexecutiveeducationasia.com/distinguished-leader/

Participants and the Learning Experience

Consistent with all of the University of Michigan's senior leadership programs, this program has an accelerated pace and high intensity. Formal classes meet each day from 9:00 AM to 5:00 PM. In addition, there will be outside of classroom readings, case preparations, group discussions and projects. These activities typically take between one to two hours each day. However, in order to encourage overall mental and physical health, one hours each day (5-6 PM) are designated as free time. There are a variety of activities at the hotel and surrounding area for you to enjoy.

Participants in our senior leadership programs consistently comment that one of the most valuable aspects of the program is the intense and enjoyable interactions with the diversity of other participants and our faculty. Consequently, the overall atmosphere of the program is one of active involvement, discussion, questioning, and the sharing of experiences.

Our selective admission standards take into account the experience level of each applicant so that the program is rewarding for all executives. In addition, we rotate discussion and case study groups so that the level of diversity and interaction is maintained throughout the 9 days while allowing participants to get to know and work with an optimal number of others in the program.
Participants and the Learning Experience (continued)

In this program we will use a variety of teaching methods. These include case studies, computer simulations, video presentations, lectures, small-group discussions, individual and group exercises. We also organize outside classroom activities in order to facilitate greater interaction and team spirit among the participants and faculty.

Qualification

In order to maintain the high caliber of participants, we ask that candidates have certain qualifications:

• A sincere commitment to intensive study and active contribution during program sessions
• Fluency in the English language
• Broad responsibilities that require integrative thinking, which may include cross-country or cross-functional responsibilities
• Proven maturity and intellectual ability to absorb advanced instructions

How and When to Apply

Each applicant must complete an application form. The information requested includes a brief resume of work experience and your companies’ objectives in respect of your nomination endorsed by a senior official in your organization.

Applications for admission are accepted throughout the year but we would suggest submitting the applications at least 8 weeks prior to the start of the program, in order to allow enough time for the participant(s) to prepare the pre-program reading and settle the program fee.

Comment from past participant

“I have no hesitation in recommending this program to senior executives handling multi-functions and senior professionals having business head responsibility. There is a wealth of knowledge which one can learn through case studies, discussions, debates and assignments. The course contents are appropriate covering strategy, marketing, finance and business analysis in its totality. The other important aspect is the participants are from different disciplines and they bring a wealth of knowledge to share with the group.”

Puthen Thermedam Sreekumar
Regional Director – Asia Pacific, Filtra International Ltd., Singapore.
Michigan Executive Education

Michigan Ross Executive Education was recently named a Top 10 global provider by the Financial Times, and our leadership programs have been consistently rated No. 1 by Leadership Excellence. We offer approximately 20 different open enrollment offerings and a variety of custom programs annually, serving over 4,000 business executives around the world. Ross has locations in Hong Kong, Mumbai and Singapore and delivers programs globally wherever our corporate partners request.

You may also be interested in our Comprehensive Leadership Program Series.

2015 Top 10 Global Provider - FINANCIAL TIMES
**Program Faculty**

*This program will be facilitated by three faculties.*

All University of Michigan senior leadership programs are taught by our distinguished faculty, noted for their expertise in their respective fields. While experts in specific areas, faculties who teach in senior executive programs are also noted for their breadth of experience and perspective. Just as a senior executive must be able to see the connections and integrate across multiple business disciplines, so too must the faculty we place in senior leadership programs. Our faculty also has significant practical experience and perspective as a necessary complement to their impressive research and theoretical scholarship.

**Michael McGrath**
Adjunct Professor of Business Administration  
Stephen M. Ross School of Business  
University of Michigan  
and Vice President  
Executive Development Associates, Inc.

Professor Michael McGrath has been working for over 25 years in executive and organizational development.

Most recently, Michael was Vice-President, Executive Education and Development at Charles Schwab & Co., Inc. where he was responsible for the talent portfolio planning and development process for the firm’s top 200 executives including: creating and implementing the succession planning process for the senior management team; coaching members of the executive committee and members of their senior team in executive and leadership development; and the design, delivery, and launch of the core executive leadership development programs.

Previously, as an internal change agent, Michael served as head of Organization Development at Rockwell Semiconductor Products Businesses supporting the senior team on a two-year business turn around. As an external consultant, Michael has worked with senior executive teams (e.g. Cisco, Raychem, Fluor Daniel, Johnson Controls, Rockwell International) on both individual executive effectiveness and senior team performance.

Michael taught at both the University of Michigan and University of Southern California (USC). At the University of Michigan, he worked as part of the Ford Motor Company Leadership Development program that gave him the opportunity to coach hundreds of global Ford executives around aligning their personal development with Ford’s strategic imperatives. He also served as an Assistant Professor of Management and Organization at the Graduate School of Business at USC.

**John Branch**
Lecturer of Strategy and Marketing, Stephen M. Ross School of Business  
Faculty Associate, Center for Russian and East European Studies  
University of Michigan

Professor Branch currently teaches a variety of marketing and international business courses at the undergraduate, M.B.A., and executive levels at the Stephen M. Ross School of Business at the University of Michigan. Until recently, he also served as Director of Educational Outreach at the University’s William Davidson Institute, which focuses on emerging and transitional economies. He is also affiliated with the University’s Center for Russian, East European, and Eurasian Studies.

Prior to joining Ross, Professor Branch was on the faculty of the John M. Olin School of Business at Washington University in Saint Louis (U.S.A.) for five years. He began his academic career in 1993, however, as an Assistant Professor of Marketing at École Supérieure de Commerce de Rennes in France. Since then, he has also served as an adjunct or visiting professor at more than 40 business schools throughout the world, including the Rotterdam School of Management (Netherlands), ESAN (Peru), Stockholm School of Economics in Riga (Latvia), and the Sasin Graduate Institute of Administration (Thailand). He was also a visiting scholar at Queen Elizabeth House of the University of Oxford (England) and at the J. L. Kellogg Graduate School of Management of Northwestern University (U.S.A.).

Professor Branch has been involved in a variety of European Union and other government-funded development projects, most notably in the republics of the former U.S.S.R., including Kyrgyzstan, Ukraine, and Uzbekistan, and in those of Eastern and Central Europe. He has also conducted management training in, and consulted to, numerous international companies, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, Johnson & Johnson, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.

Professor Branch is originally from Canada. He holds a Bachelor of Engineering Science in electronics from the University of Western Ontario (Canada), a Master of Business Administration from the University of New Brunswick (Canada), a Master of Arts in education from Washington University in Saint Louis (U.S.A.), and a Doctor of Philosophy in marketing from the University of Cambridge (England).

**M.P. Narayanan**
Chair, Finance and Real Estate  
Professor of Finance  
Stephen M. Ross School of Business  
University of Michigan

Professor Narayanan has been teaching in executive education programs for more than 15 years. He is actively involved in the school’s international executive education programs in Asia. He directs the Finance for Nonfinancial Manager program both in the U.S. and internationally. He has also served as the Faculty Director for the Executive Development Program of the William Davidson Institute for managers from emerging economies. He has been awarded the Ross School of Business best teacher award several times. Professor Narayanan’s primary research interests are related to corporate finance and include acquisitions, divestitures, executive compensation, and corporate governance. He has published extensively in leading journals.
Contact and Registration Info

Once you have registered for one of our programs, a unique registration number is assigned and an acknowledgement letter is sent within 3 working days. The participant will also receive a confirmation via e-mail within 3 working days, along with a softcopy of the invoice. This communication ensures that a place will be reserved for you in the program. Due to costs associated with establishing, holding, and refilling participant slots, along with the associated costs of pre-course materials, the following cancellation charge schedule has been established. The program fee includes tuition, tea breaks & lunches, and all instructional materials. In order for you to have sufficient time to prepare the pre-reading materials and settle the program fee, we suggest sending us the registration at least 8 weeks prior to the program.

If You Need to Cancel

Cancellation fees are based on the number of weeks from the class start date your request is received. You must notify us of your cancellation in writing via email, fax, or postal mail.
You may cancel six or more weeks prior to the start of a program without incurring a fee. Due to the inherent costs of establishing, holding, and refilling participant slots along with associated costs of pre-course materials, the following cancellation fee schedule applies:

- Two to six weeks prior to program start - 50% of program fee
- Within two weeks of program start - 100% of program fee

Transfer and Substitution Policy

We can accept transfers to an alternate program offering. All transfer notices must be received by email, fax, or mail before the start of the program. Transfer requests received within 2 weeks of the program start are subject to a US$250 transfer fee. Qualified substitutes for registrations can be accommodated with advance written notice. If you choose to defer or substitute your program fee to a future program session, that program must be attended or all funds previously paid will be forfeited. Only one deferral or substitution per registration is allowed and the new session must occur within one year of the original session date. Please note that 100 percent of the full tuition will be forfeited if one of the following occurs:

- The registrant does not enroll in another program within one year of the original start date
- The registrant has not requested a refund within one year of the original start date.

The Setting (to be confirmed)

Hong Kong InterContinental Grand Stanford Hotel
70 Mody Road, Tsim Sha Tsui East, Kowloon, Hong Kong
Tel: (852) 2721 5161  Fax: (852) 2732 2233
Email: info@grandstanford.com
Web: www.intercontinental.com

Or

Hong Kong
Kowloon Shangri-la
64 Mody Road, Tsim Sha Tsui East, Kowloon, Hong Kong
Tel: (852) 2821.2111  Fax: (852) 2723.8688
Email: ksl@shangri-la.com
Web: www.shangri-la.com

PLEASE note: The hotel can make room reservations only. Program registrations must be directed to enquiry1@umich.edu or 852.2509.9228 (fax).

Please indicate you are a University of Michigan Executive Education participant when making reservations and you will receive a discounted room rate (subject to availability). Participants are responsible for their own accommodations and travel arrangements.

If you have special dietary concerns, please contact us as soon as possible at the Asia Pacific Regional Office.

The University of Michigan reserves the right to change without notice any statement in this bulletin concerning, but not limited to, curricula, courses, faculty, tuition, fees, policies and rules. If course or curriculum changes take place after you commence the program we will make every effort to implement the changes in your best interest.
Registration Form - Stephen M. Ross School of Business at the University of Michigan

SENIOR EXECUTIVE PROGRAM IN ASIA

Please mail or fax the completed registration to our offices

Hong Kong

Executive Education

Asia Pacific Regional Office

Asia Pacific Regional Office

Stephen M. Ross School of Business

University of Michigan

12/F Winsan Tower, 98 Thomson Road,

Wanchai, Hong Kong

Tel: 852.2509.9088  Fax: 852.2509.9228

Email: enquiry1@umich.edu

You may also register online on our website at:


☑ Hong Kong    Sept 2 – 10, 2016   US$15,200   Reg. Code: M003321
If you have a Distinguished Leader Scholarship Voucher, please quote your voucher reference. no: _____________________________
Registration Deadline: 4 weeks before the program   Registrations are accepted on a first come, first served basis.

Participant Information

Mr.  Ms.  Dr.  Miss  Mrs.

Full Name

(As appears on the course roster and your certificate)

First Name

(As appears on your name badge)

Last Name

Title of Present Position

Company Name

(Please include street address and appropriate postal code for international courier delivery)

Company Address

City

Postal Code

Country

Telephone

Facsimile

Email

Company Website

Department

List language(s) in which you are fluent

(Applicants must be proficient in English)

All information submitted will be kept confidential

Occupation  (Describe your job duties):

To whom do you report? (Name and title)

Number of personnel that report directly to you

Education (most recent first)

School

Qualification

Year

Field of Specialization
SENIOR EXECUTIVE PROGRAM IN ASIA

Previous Work Experience (most recent first)

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Company Objectives (To be endorsed by Immediate Supervisor or Corporate Sponsor)

Please indicate company expectations in respect of the participation of the program:

Signature of Immediate Supervisor or Corporate Sponsor:

Name and Title of Immediate Supervisor or Corporate Sponsor:

Why did you choose Michigan? (You May Choose More Than One)

- Advertisement
- Newspaper
- Magazine/Journal
- Promotion
- Brochure
- Catalogue
- E-mail
- I have attended Michigan Executive Education program(s)
- Recommendation by Supervisor
- HR/T&D
- Past participant
- Seminars/Exhibitions
- I have met with a Michigan representative

Billing Information

(Provide the following information if the invoice should be directed to someone other than the participant)

Name
Position Title
Company Name
Company Address
City
Postal Code
Country
Telephone
Facsimile
Email

Person In Charge Of Executive / Management Development For Your Company

By providing this information, this person will subscribe to our mailing list for regular updates of our program information.

Name
Position Title
Company Name
Company Address
City
Postal Code
Country
Telephone
Facsimile
Email

Do you plan to make a hotel reservation?
- No
- Yes - We will provide information of recommended hotels upon confirmation

By submitting this registration form, I have read and hereby agree to comply with the policy of Michigan Ross Executive Education, I also understand that payment of the program fee is required prior to the program. Upon registration, the University shall issue an invoice for payment and a confirmation via e-mail within 3 working days.
Rankings

Across a wide range of criteria, Michigan Ross Executive Education and the Stephen M. Ross School of Business are consistently ranked among the world’s elite institutions.

This global ranking evaluated the top-rated universities, based on a survey of 6,000 academics and 2,000 recruiters.

Leadership Excellence, “No. 1 in Leadership Development’,” | September, 2013
This ranking evaluated university and business school-based executive education programs on criteria related to leadership development.

• No. 1 executive education programs for five consecutive years

This global ranking evaluated the top-rated universities, based on a survey of 6,000 academics and 2,000 recruiters.

Bloomberg Businessweek “Top 10 Open Enrollment programs” | November, 2013
Bloomberg Businessweek’s 2013 ranked Michigan Ross Top 10 for our open enrollment executive education programs.
Some of the companies that have recently sent participants to Senior Executive Program in Asia: