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A top executive development programme on **Harnessing the Business Potential of Asia**

Harnessing the Business Potential of Asia, a joint programme of ESSEC and the Indian Institute of Management Ahmedabad, is a unique advanced management programme. Its goal is to provide the high-potential executives operating or intending to operate in Asia with the **knowledge** and the **aptitudes** needed to do business successfully in Asia, combined with the human and business **attitudes** that are appropriate to the Asian environment. The programme is spread over three phases so that it creates a deep and sustained impact on the participants, in order to boost their career. The lectures take place at the ESSEC Asian Center of Singapore, gateway to Asia.

KNOWLEDGE, APTITUDES & ATTITUDE

The programme is designed for top executives involved in the formulation and the implementation of strategies in the Asian business environment. They could be managing the corporation as a whole or a significant part of the organisation such as a function or a strategic business unit. Participants from the private and public sectors and from large and medium-sized organizations would find the programme useful. They could be from corporations already doing business in Asia or intending to do so in the immediate future. Special focus will be given to the Elephant, the Dragon and the Tigers i.e. **India, China and South-East Asia** respectively.

The companies would benefit the most if they send a team.

MAIN TOPICS – PROGRAMME OVERVIEW

The objective of the programme, which is taught in English, is to give high-potential executives the keys to creating added-value on Asian markets, to work successfully with Asian collaborators, customers or suppliers and enhance their competencies in the three following modules:



Topics include:

Strategy and Leadership

- Taking charge and leading strategy
- Leadership roles and dynamics in Asia
- Leading innovation
- New technology and strategy
- Managing JV and alliances
- M&A and Corporate Strategy
- New venture management
- Corporate Governance in Asia
- Assessment and personal development
- Building organizational talent and competencies
- Asian context and strategy implementation

Economics and Finance

- Unfolding Asian business environment
- Asian Business Environment: new anticipations
- Dynamics of competition and competitiveness in Asia
- Capital markets and regulation
- Financial management
- Risk management
- Issues in corporate governance in Asia
- Enterprise performance monitoring and control

Customers and Supply Chain

- Customers in comparative contexts
- Defining and delivering customer value
- Brand creation and management in Asia
- Services development and marketing
- International supply chain management

The programme emphasizes the **problem-solving approach**: the process of defining problems, specifying objectives, developing alternative courses of action, choosing the best alternative in an uncertain environment, organizing people to implement the chosen alternative, coordinating their work, motivating and developing them, and finally measuring and controlling their performance

More about the alliance between ESSEC and IIMA:

ESSEC Business School and the Indian Institute of Management Ahmedabad, both leaders of management education in France and India respectively, have been partners for more than twenty years. This international strategic partnership has been extended to a double-degree program at the MBA-level in 2006 and is now leading to a new high-quality program designed for managers who want to deepen their comprehension of the **Asian markets, cultures, and actors**. It will provide them with the tools to strengthen their leadership management competencies for harnessing the business potential of Asia.

At the end of the programme, the participant will be provided with a certificate co-signed by ESSEC and IIMA.

To discover more about ESSEC, please visit www.essec.edu

To discover more about IIMA, please visit www.iimahd.ernet.in

PEDAGOGY

Lectures are given in a dynamic and interactive way in order to **cross-learn** with professors and participants, through case analysis, group exercises, presentations, discussions in classroom, meetings with local actors, readings, experience sharing and a final integrated exercise

The unique three phase concept of the programme is based on the following premises:

- The purpose of taking time off and learning from an executive development programme is to make a distinct impact on one's own functioning
- The process of making an impact is accelerated and sustained when participants get to test out their learning while in the programme.

- The application is enhanced if the participants get an opportunity to apply the learning in their own context itself.
- This would be enhanced further if the participants get an opportunity to meet again and share their learning from application and raise new issues for further learning.
- At continual intervals the participants should get an opportunity to reflect on the accumulated learning in an integrated manner.

After the completion of the program, ESSEC and IIMA will deliver the participant a **joint certificate**.

ADMISSION

This management education programme especially targets top executives, managers of a company or a business unit who have at least **eight years of professional experience**.

The selection process is based on the application form and an interview.

SESSIONS

Next start: June 25th, 2007

Closing date for entries: May 18th, 2007

VENUE

ESSEC Asian Center
100 Victoria Street
National Library #13-02
SINGAPORE 188064

- *Very convenient location in the city center*
- *30 min. from Changhi Airport*
- *Close to Bugis and City Hall MRT stations; many buses.*



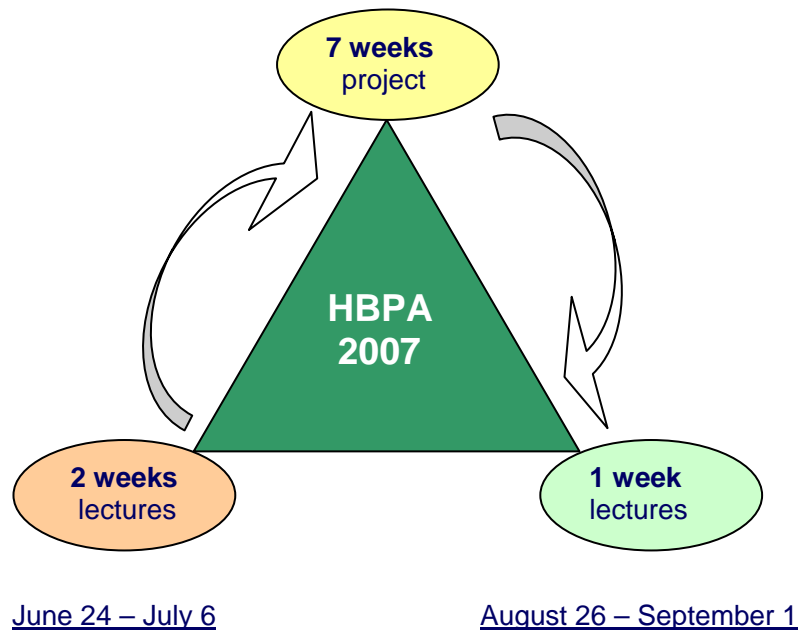
SCHEDULE

Duration: 17 training days spread over three phases:

- From **June 25 to July 6, 2007** over two weeks, the participants receive inputs in the classroom, in the ESSEC Asian Center.
- The second phase, from **July 7 to August 25**, is dedicated to the application of participants learning from the first phase in the participant's own context. The

participants would be in touch with the faculty teams through e-mail, learning portal and telecom. If needed and feasible, the faculty members would visit the participant organisation for a dialogue.

- From **August 26 to September 1**, the participants return to the class room to share their learning from the second phase and receive additional class room inputs. There would be a full day integrating exercise towards the end of this phase to facilitate the integration of the learning from all the phases.



FEES

€13,000 or SGD 26,000 (non inclusive of prevailing GST for Singaporean residents)

The programme is payable in advance. The fee includes charges for tuition, teaching material and lunches.

Hotel, dinners and transport are payable by the participants.

(Participants living outside Singapore have to take up insurance coverage)

Breakfast presentation

Coming soon – from 08:30 to 10:00 – ESSEC Asian Center

CONTACT US

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Download the e-application form

Download the e-calendar of the programme