WINNING BUSINESS PERFORMANCE IN ASIA
Decoding Asia

SINGAPORE MANAGEMENT UNIVERSITY
ABOUT THE PROGRAMME

Asia, a thriving hub of opportunities, also presents vast challenges in its labyrinth of cultural mores and values. Executives tasked with new regional responsibilities are often unaware or underestimate the differences in the way businesses are conducted between cultures. To effectively do businesses against a backdrop of intricate traditional Asian values, special knowledge, skills and flexibility are required.

Winning Business Performance in Asia provides the perspective needed by executives to start recalibrating their mind-sets and to take the first steps in an intuitive understanding of business fundamentals and effectiveness in the region.

OVERVIEW

Designed to broaden knowledge of the Asian business environment, the programme identifies key challenges in doing businesses, the impact of culture and leadership style, as well as how to work effectively with local partners.

Prominent industry experts and leading scholars with a wealth of public, private, business and academic experience within Asia will facilitate in-depth sessions on Asia-specific topics in small group, individual project work and panel discussions.

Winning Business Performance in Asia emphasises a practical, hands-on approach in which participants are asked to bring a specific work issue to decode during the course. The issue forms the basis of an action plan to be implemented.

BENEFITS

- Discover the hidden influencers on performance that are not immediately obvious to those new to Asia
- Acquire new approaches from experienced practitioners in understanding business processes and cultural interaction in Asia
- Obtain practical advice on maintaining a strategy relevant to Asia through discussion of global companies succeeding locally in Asia
- Identify appropriate lines of enquiry and areas to search for cogent, commercial and compelling business solutions whilst doing business in Asia
- Develop greater personal insight and experience through an intensive review of identified current work challenges

WHO SHOULD ATTEND

- Executives new to Asia; newly appointed country or general managers
- Executives who are undertaking or will take responsibilities that are specific to the region
- Local Asian executives taking a first role outside their home country

PROGRAMME HIGHLIGHTS

- Convert global strategy into Asia-specific solutions
- Formulate a holistic perspective on local business realities
- Unlock hidden performance influencers in the region

PROGRAMME AT A GLANCE

APPLICATION
To register for the programme, apply online at http://exd.smu.edu.sg/programmes/winning-business-performance

PROGRAMME DATES
20–23 October 2015

PROGRAMME FEES
S$7,000

LOCATION
Singapore Management University, Singapore

DEADLINE
Applications close 9 October 2015

For further enquiries, please contact:
Mr Henri-Christian Hartloff
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SMU Executive Development
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I took part in SMU’s Winning Business Performance in Asia’s 4-day seminar. The quality of the speakers and the way the programme was balanced between theory and case studies made this course very useful and practical. The interaction between the senior international participants enriched the debates during the classes. I would warmly recommend this programme to any person who is going to embark on a new managerial role in Asia.

PIERRE VANDERKELEN
General Manager Asia Pacific
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FACULTY PROFILE

AUGUSTINE H. H. TAN
Professor of Economics (Practice)
Lee Kong Chain School of Business, School of Economics and School of Social Sciences, SMU

Augustine is the former Vice-Provost, Office of Research and Deputy Director of Wharton-SMU Research Centre. A member of the Singapore Parliament for 21 years, he has chaired the Parliamentary Committee on Finance, Trade and Industry, the Estimates Committee, the National Productivity Board and served as Political Secretary to then-Prime Minister Lee Kuan Yew.

He holds a Ph.D. from Stanford University and has provided consultancy services to the ADB, the United Nations, UNCTAD, UNDP, the Commonwealth Secretariat, ESCAP, East-West Centre, World Bank, and the Monetary Authority of Singapore.

Augustine is a previous president of the Economic Society of Singapore (1999–2002) and was chairman of the Federation of ASEAN Economic Associations (2000).

LES BUCKLEY
Affiliated Faculty of Strategic Management, SMU

Dr. Les Buckley was most recently Regional Managing Director – SE Asia/Oceania for Asia Pacific Breweries Limited, now part of multinational brewer Heineken’s worldwide network. He is currently advisor to SIA, and runs his own consultancy company in addition to being an active investor in several US, UK and Singapore start-ups.

Born in UK and educated in NZ, UK, and USA, Les holds a Ph.D. in History from Columbia University, and has more than thirty years experience in the areas of commercial, operations, supply chain and sales and marketing globally and in Asia.

Les has also been involved in a range of extracurricular appointments and has been a council member and Advisor to local think tank, Singapore Institute of International Affairs since 2012.

TAN HWEE HOON
Associate Professor of Organisational Behaviour and Human Resources
Lee Kong Chian School of Business, SMU

Hwee Hoon is actively involved in executive teaching, both in English and Mandarin, and has taught at the School of Business, National University of Singapore.

She also provides consultancy and training services for the Singapore Tourism Board, IE Singapore and the Asia-Pacific Economic Cooperation, International SOS, Monetary Authority of Singapore, Singapore Health Services, SingTel, SIA, Kerry Oils and Alcatel Asia Pacific.

Hwee Hoon earned her Ph.D. in Management from the Krannert School, Purdue University. Her research interests are in the areas of interpersonal trust, cross-cultural awareness and emotional management in the workplace.

ROY Y.J. CHUA
Associate Professor
Organisational Behaviour and Human Resource Management, SMU

Prior to joining SMU, Roy taught the core Leadership and Organizational Behaviour (LEAD) course in the M.B.A. programme and talent management in the executive education programme at Harvard Business School for more than six years.

He holds a Ph.D. in Management and Organizational Behaviour from Columbia Business School. An active executive educator, his clients include the Bank of China, Bank of East Asia, Goldman Sachs, Shangri La hotel group, San Miguel, Hitachi, Barclays, DBS Bank, Unilab, Deutsche Knowledge Services, Deutsche Bank, Temasek Holdings and John Clements Consulting. While Roy’s expertise focuses on multicultural interaction in a globalised workplace and its influence on creativity and innovation, he maintains a keen interest in understanding Chinese organisational behaviour and management processes.

LI YAN
Senior Lecturer of Strategic Management, SMU
Programme Director, Executive Development, SMU

Li Yan came to Singapore from Shanghai Advanced Institute of Finance (SAIF), Shanghai Jiaotong University (SJTU), where he was Assistant Director of Executive Education Department, leading the Programme Design Team and the Custom Programme Team. Prior to that appointment, he worked for Executive Education in China Europe International Business School (CEIBS) and HEC, Montréal.

Li Yan is the lead in many corporate programmes tailor-made for global and Asia-Pacific clients such as Merck, Jaguar Land Rover, Nestlé, Towers Watson, Omnicom, L’Oréal, AB-InBev, Nitto Denko, and more. He holds a Ph.D. in Administration from HEC Montréal, Canada, and Master of Business Administration (Option Finance) from ESG Paris, France.
ABOUT THE INSTITUTION

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Highly regarded for excellence in management practice, SMU is one of Asia’s leading universities. SMU offers an unparalleled wealth of expertise in issues of business and management in Asia, distributed across its six schools (Accountancy, Business, Economics, Information Systems, Law and Social Sciences). The SMU city campus is a modern facility, enabling a technologically integrated learning experience in the heart of the Singapore business district.

Uniquely, SMU represents a fusion of Western and Asian theory and practice, with a strong foundation in our own research of management and business practices in Asia. SMU prides itself on the publication of research papers, its extensive library of teaching case studies and the business relevance of its programmes and courses. SMU emphasises an interactive and practice-driven approach to teaching, combining small classes (that are conducive to dialogues and discussions) with practical experience in which participants apply the knowledge gained. Known as a pioneer in the holistic approach to producing well-rounded, multi-talented programme graduates, SMU also seeks to incorporate leadership and team skills in all programmes.

ABOUT SMU EXECUTIVE DEVELOPMENT

SMU Executive Development enables executives to be “Future Ready–Now”, equipping them with the knowledge, skills and confidence that managers and leaders operating in Asia and globally require today and will be increasingly relevant tomorrow. Our portfolio of programmes empowers you to make key decisions in a context of technological revolution and contextual uncertainty; lead teams and organisations across borders, generations and genders; and to ‘do good and do well’.

Be empowered to make a difference. Be Future Ready-Now.

Open Enrolment Programmes

Developing Future Ready Leaders
1. Asia CEO
2. Asia General Management
3. EXCEL Leadership Programme
4. Financial Talent Executive Network (F-Ten®) Asia
5. Leadership Communication
6. Women and Leadership

Managerial Capabilities
1. Accenture–SMU Change College: Managing Change
2. Advanced Negotiation Strategies
4. Competitive Advantage with Human Capital
5. Executive Skills for Board Members
6. Future Ready Forum
7. Winning Business Performance in Asia

Global Industry Excellence
1. Asia Leaders Programme In Infrastructure Excellence (ALPINE)
2. Global Manufacturing Network & Supply Chain Management
3. Hospital Management Programme
4. International Corporate Coaching

Singapore Management University (SMU) Executive Development (ExD) takes a progressive approach to pedagogy that emphasises knowledge, application and empowerment. The academic and practice-track faculty members use multiple formats and multi-channel methods to support a learning journey that guarantees a rigorous real-world learning experience.

Each programme weaves together rich expertise and industry experience to give participants a profound understanding of managing in Asia. The integrated learning process emphasises:

- Interactive Class Discussions
- Case Studies
- Coaching and Mentoring
- Experiential Learning
- Simulation
- Role Plays
- Action Learning
- Toolkits and Frameworks
- Peer Learning
- Self Reflection