ASIA ADVANCED MANAGEMENT PROGRAMME
Developing Visionary Leadership

SINGAPORE MANAGEMENT UNIVERSITY
The Asia Advanced Management Programme (AMP) reflects the pre-eminence of the Asian century in the lives of all who live, work and practise in this region, and seeks an understanding of the way business is done here.

Set within a stimulating, action-oriented environment, the Asia AMP offers the shared insights and experiences needed by astute executives to drive best practice organisational change as they build and mine local networks.

SMU’s modern city campus is located in the financial, cultural and historical epicentre of Singapore, making the programme accessible to busy executives.

The programme offers intensive four-module format, sharing of challenges and team interaction incorporating global and Asian thought leadership. We believe in challenging executives to develop new capabilities as they start to explore better strategic thinking, and the processes needed to create and nurture capable and dynamic management teams.

Look forward to a thought-provoking agenda, expert faculty and seasoned industry practitioners who will prepare you for today’s business realities, while keeping an eye on the road ahead for the challenges of the future.

Yours sincerely
Professor Tan Chin Tiong
Senior Advisor to President
Singapore Management University
ABOUT THE PROGRAMME

Asia Advanced Management Programme (AMP) comprise different nationalities representing a wide diversity of companies, sectors and cultural backgrounds. Classes focus on Asia and Asian expertise. The transformational experience helps leaders improve their strategic thinking, create and nurture capable and dynamic management teams, and learn new ways of driving organisational change. The programme involves personal development, action learning and executive leadership topics with global and Asian case discussions.

WHO SHOULD ATTEND

Typically, you will be a CEO, managing director, chairperson, executive director, senior vice president, president, or other C-level executive with 15 or more years of experience.

WHAT WILL YOU GAIN

Asia AMP is designed to accelerate your personal and professional growth. The programme reflects current challenges and opportunities created by disruptive innovation, trends and market volatility. You will return to the organisation with the ability to:

- Implement practical knowledge by incorporating industry trends and practices from key markets
- Develop greater self-awareness that will sharpen decision-making processes and drive sustainable executive performance
- Identify opportunities through exploration of innovative business models and gain a deeper understanding of opportunities and threats in today’s rapidly changing marketplace
- Secure high-level networking with senior executives from different backgrounds, industries and cultures

PROGRAMME HIGHLIGHTS

- Gain relevant knowledge from senior executives across Asia, expert faculty and leading industry practitioners that can be applied immediately
- Rethink your business and management approach through new insights gleaned
- Elevate your personal development and leadership

Executive Challenge

A key aspect of the Asia AMP is the Executive Challenge which can reap significant return on investment.

- Gain clarity and transform a business challenge into an action plan
- Knowledge, skills and techniques are applied in practice, thereby reinforcing understanding of theories
- Acquire powerful insights and recommendations for addressing real and critical business developments
- Expand business knowledge and network after completion of the programme

Asia Executives Network

As a member of the Asia Executives Network, you will receive

- Invitation to networking events
- Invitation to Executive Challenge discussions
- Offer to speak at Executive Development programmes and events
Mega trends and uncertainty: decision-making; shared mental models and biases; growth-led innovation; business model; innovation capacity, capability and discipline; using the global supply chain for competitive advantage

Business of the future: analytics and digital strategy implementation; change management; value creation through M&A and alliances; future of finance

Alignment of strategy and human capital: risk and crisis management; global economic outlook

MODULES

MODULE 1
Ethical and authentic leadership: your management model and brand; mindfulness and global mindset; the role of executives and effective corporate communications

MODULE 2
Mega trends and uncertainty: decision-making; shared mental models and biases; growth-led innovation; business model; innovation capacity, capability and discipline; using the global supply chain for competitive advantage

MODULE 3
Business of the future: analytics and digital strategy implementation; change management; value creation through M&A and alliances; future of finance

MODULE 4
Alignment of strategy and human capital: risk and crisis management; global economic outlook

PROGRAMME AT A GLANCE

APPLICATION
To register for the programme, apply online at http://exd.smu.edu.sg/programmes/asia-advanced-management-programme

PROGRAMME DATES
Module 1: 20–22 August 2015
Module 2: 17–19 September 2015
Module 3: 15–17 October 2015
Module 4: 19–21 November 2015

PROGRAMME FEES
SGD 22,800

LOCATION
Singapore Management University, Singapore

DEADLINE
Applications close 7 August 2015.

For further enquiries, please contact:

Mr Paul Li
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SMU Executive Development
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Email: paulli@smu.edu.sg
David Lee founded Ferrell Asset Management in 1999 and is currently the Director of Sim Kee Boon Institute for Financial Economics. He holds the appointment of Practice Professor of Quantitative Finance, Lee Kong Chian School of Business, in Singapore Management University. He graduated from the London School of Economics and Political Science with a PhD in Econometrics and Mathematical Economics.

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 ESC Paris, France.

FACULTY PROFILE

ARNOUD DE MEYER
President, Singapore Management University

The fourth President of Singapore Management University, Arnoud’s research interests are in manufacturing and technology strategy, the implementation of new manufacturing technologies, management of R&D, effective innovation management, project management under conditions of high uncertainty, management and innovation in Asia, the globalisation of Asian firms, management of new projects, and e-readiness in Europe. He publishes widely in academic journals and books. Arnoud has been consultant to a number of companies throughout Europe and Asia. He is a past member of the Singapore Economic Review Committee (2002–2003), a board member of the Infocomm Development Authority (2000–2003) and Sentosa Island Corporation (2001–2002). Arnoud is currently an external director at DassaultSystèmes SA (France), a member of the boards of the National Research Foundation, Singapore International Chamber of Commerce and Temasek Management Services.

AUGUSTINE TAN
Professor of Economics (Practice), School of Business and School of Economics and Social Sciences, Singapore Management University

Augustine is the former Vice-Provost, Office of Research and Deputy Director, 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).

DAVID LEE
Visiting Professor Singapore Management University

David Lee founded Ferrell Asset Management in 1999 and is currently the Director of Sim Kee Boon Institute for Financial Economics. He holds the appointment of Practice Professor of Quantitative Finance, Lee Kong Chian School of Business, in Singapore Management University. He graduated from the London School of Economics and Political Science with a PhD in Econometrics and Mathematical Economics.

David is also an Independent Director of two SGX-listed companies, a property developer, and sits on the Investment Committee and Council of two charitable organizations and the Economic Society of Singapore. He was the Founding Vice Chairman of the Alternative Investment Management Association (Singapore Chapter), a member of the SGX Security Committee, and MAS Financial Research Council. He was also the Group Managing Director of OUE Limited and Auric Pacific Limited, as well as the Non-Executive Chairman of MAP Technology Limited.
FRANCIS KHO
Vice Provost (Special Projects)
Professor of Finance (Practice)
Director, Wealth Management,
Singapore Management University

Francis joined the National University of Singapore in 1979 as a tenured member of faculty, where he was also Vice-Dean, Faculty of Business Administration and Director, Financial Management Program for Executives. He joined the Government of Singapore Investment Corporation, a position he held until 2002. Francis has consulted for Citibank, Malayan Banking, Applied Research Corporation, the Economic Development Board, GIC, IBM, Institute of Banking & Finance, Ministry of Health, Ministry of the Environment, National Productivity Board, Pico Art, Singapore Airlines, Singapore Institute of Management, and Standard Chartered Bank. He holds a Ph.D. from the University of New South Wales and is a Fellow of the Chartered Institute of Management Accountants (UK).

PEI SAI FAN
Associate Professor of Quantitative Finance (Practice)
Lee Kong Chian School of Business, Singapore Management University

Sai Fan has close to 35 years of experience in banking and finance, spanning across commercial banking, investment banking and capital markets, central banking and financial regulation and supervision. He was previously the Senior Vice President and Head of Capital Markets, OCBC Banking Group, Singapore, a position he held until 1999. He subsequently joined The Monetary Authority of Singapore (MAS) as the Director of Banking Supervision Department and in 2008, was appointed Director of a newly established MAS Academy, responsible for day-to-day management and operation of the Academy. Between 2007 and 2009, he was also appointed the President of the Association of Financial Engineering in Singapore. San Fan holds a Ph.D. from the University of Western Australia with expertise including quantitative finance and risk management.

ROBERT KAUFMANN
Associate Dean (Research) and Deputy Director SMU-Carnegie Mellon Living Analytics Research Centre (LARC)
Visiting Professor of Information Systems and Strategy
School of Information Systems and the Lee Kong Chian School of Business, Singapore Management University

In addition to his appointments at SMU, Robert is also a Distinguished Visiting Fellow at the Glassmeyer/ McNamee Centre for Digital Strategies, Tuck School of Business, and Dartmouth College. He was previously W.P. Carey Chair in IS at Arizona State University, Professor and Chair of Information and Decision Science, and Director of the MIS Research Centre at the University of Minnesota. Previous academic appointments include the University of Rochester, the Federal Reserve Bank of Philadelphia, and the Stern School of Business at New York University respectively. Robert holds a M.A. (Cornell University) and M.S. Ph.D. from Carnegie Mellon University and is a prolific writer and is widely known for his innovative research.

SRINIVAS K. REDDY
Professor of Marketing, Director, Centre for Marketing Excellence, Singapore Management University

Prior to joining Singapore Management University, Srini was Executive Director and Group Head, Corporate Strategy and Leadership Development at Maytas Holdings. His academic career includes tenure as Robert O. Arnold Professor of Business and the Director of the Coca-Cola Centre for Marketing Studies, Terry College of Business at the University of Georgia, a member of the faculty of New York University’s Stern School of Business, Columbia University and the University of California, Los Angeles as well as visiting professor at Stanford Business School. He holds M.Phil. and Ph.D. degrees in Business Administration from Columbia University. Srini’s expertise is in new product development, marketing and competitive strategy involving new brands and services.

RAJENDRA SRIVASTAVA
Provost and Deputy-President for Academic Affairs, Singapore Management University
Roberto C. Goizueta Chair in e-Commerce and Marketing, Emory University

A leading authority and author on brand and marketing strategy, Raj is a recipient of the Maynard, MSI/Paul Root Awards, and the Sheth Foundation Award honouring his long-term contributions to the discipline of marketing, with specialisations in marketing metrics and the impact of marketing on shareholder value. He holds a B.Tech from the Indian Institute of Technology, Kanpur, M.S.I.E. from the University of Rhode Island, and an M.B.A. and Ph.D. from the University of Pittsburgh. A sought-after speaker, Raj has actively developed and delivered executive programs in North and Latin America, Europe, Asia and Australia, as well as worked with many of the world’s leading companies in the technology and services sectors.

STEPHEN WYATT
Affiliated Professor, Strategy and Management Practice
Executive Director Executive Director, SMU-ExD
Singapore Management University

Stephen leads Executive Development (SMU-ExD) and is an active member of the faculty, sharing more than 20 years of knowledge and expertise in competitive strategy in Asia. Following completion of his Masters (Cambridge University, 1989) he joined the Monitor Company as global partner of the firm, leading the Southeast Asia region until 2007. He relocated to Shanghai, China, where he became Professor of Strategy at Hult Business School (Shanghai) and Managing Director of the DKL-Centre. Stephen’s clients have included Nike, Syngenta, Samsung-Cheil, Pernod-Ricard, Alcatel-Lucent, AkzoNobel, Bayer and Cigna. His experience of Asia is deep, enabling him to convey significant insights on the issues of business in China, and particularly international companies operating in China.
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.

INTERACTIVE CLASS DISCUSSIONS

EXPERIENTIAL LEARNING

ACTION LEARNING

SELF REFLECTION

CASE STUDIES

SIMULATION

TOOLKITS AND FRAMEWORKS

COACHING AND MENTORING

ROLE PLAYS

PEER LEARNING

OPEN ENROLMENT PROGRAMMES

Developing Future Ready Leaders

1. Asia Advanced Management Programme
2. Asia Programme for Leadership Development
3. EXCEL Leadership Programme
4. Leadership Communication
5. Leading Authentically with Mindfulness
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

Information in this brochure is correct at the time of printing. SMU reserves the right to change curricula, fees etc. without prior notice.