



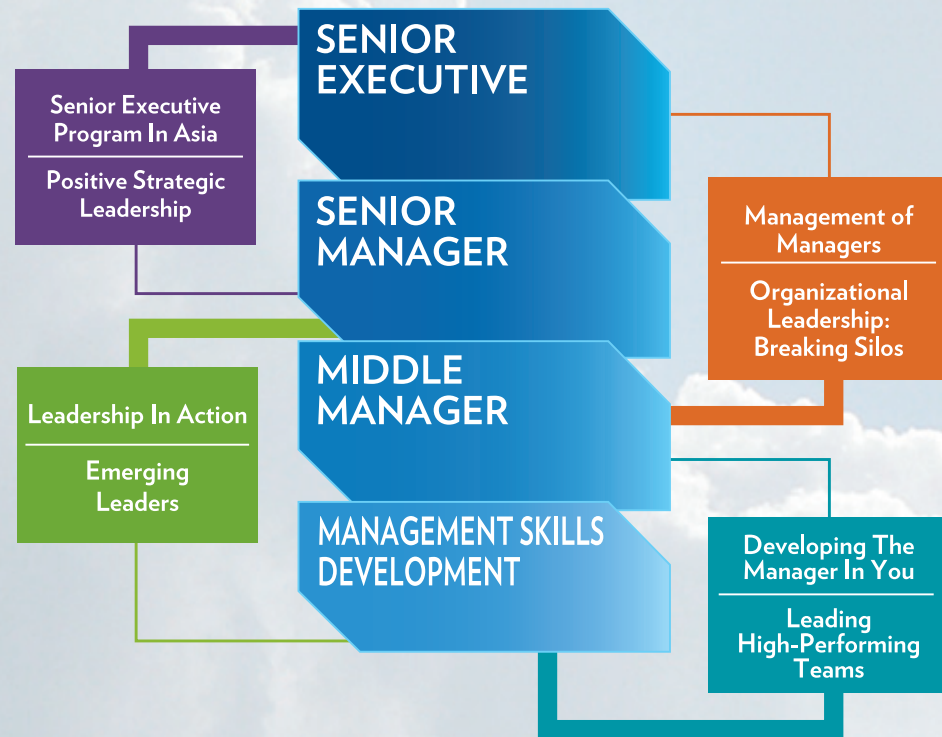
WE BELIEVE IN
LEARNING BY DOING

M | MICHIGAN ROSS
Executive Education

EXECUTIVE EDUCATION PROGRAMS IN ASIA

2015

OPEN-ENROLLMENT AND CUSTOMIZED SOLUTIONS



**# 1 in Leadership Development
for five consecutive years**

— Leadership Excellence Magazine

LEADERSHIP DEVELOPMENT

SENIOR EXECUTIVE PROGRAM IN ASIA: THE VIEW FROM THE C-SUITE

Sept 11 - 19, 2015 // HONG KONG

This is the Michigan Ross flagship program in Asia and attracts senior executives from across the region and globally. Enhance your firm's competitive advantage by addressing multiple stakeholder concerns, including: key strategic, global, financial, marketing and leadership challenges. Join us with your regional peers for this exciting 9-day development event.

POSITIVE STRATEGIC LEADERSHIP

Aug 18 - 21, 2015 // HONG KONG

Top-performing companies have certain ingredients of success in common: Positive leadership is one of them. Learn new tools to invigorate your leadership style by focusing on what works across organizations and developing others. A strategic application of a business simulation will help you practise your personal positive leadership during a change scenario.

MANAGEMENT OF MANAGERS

Jun 15 - 19, 2015 / Nov 2 - 6, 2015 // HONG KONG

Bring out the best in all your key players - learn to manage across units and make integrated decisions. The Michigan Ross world-renowned Competing Values Framework helps you to develop the ability to view and address organizational challenges from critical senior manager perspectives: People and Talent Development; Creativity and Innovation; Market and Results; and, Structure and Processes.

ORGANIZATIONAL LEADERSHIP: BREAKING SILOS

Oct 7 - 9, 2015 // HONG KONG

Recognize and learn to bridge the gaps and build leadership capability in ensuring cross-silo collaborations in formal organizational structures, informal systems and talent. This program helps participants gain critical leadership skills to effectively facilitate collaboration across functional, geographical, and organizational boundaries.

To request a detailed program outline, please email enquiry@umich.com.hk

BUSINESS LEADERSHIP

LEADERSHIP IN ACTION

Jun 15 - 19, 2015 / Nov 2 - 6, 2015 // HONG KONG

From a macro organizational perspective to a micro personal perspective, Leadership In Action brings you effective ways to use your personal leadership ability to integrate and energize multiple functions across the organization. Executives from all functional areas and especially middle managers with increasingly broad responsibilities are best suited for this program.

EMERGING LEADERS

Oct 12 - 16, 2015 // HONG KONG

Develop your business and personal potential through an Action-Based Learning development program, one that will teach you how to coach and counsel for peak performance, manage potentially disruptive change, achieve organizational goals and motivate yourself and others to become the next Emerging Leader. To further assist on your learning and development, you will receive an additional executive coaching session after the program.

DEVELOPING THE MANAGER IN YOU

Jun 22 - 24, 2015 / Oct 26 - 28, 2015 // HONG KONG

The program focuses on current management perspectives and best practices, with a special emphasis on working more effectively with direct reports, peers, bosses, and customers. Learn a universal set of management skills that will enhance your ability to achieve better business results.

LEADING HIGH-PERFORMING TEAMS

Oct 29 - 30, 2015 // HONG KONG

Unleash the power of your most talented teams – globally, locally, or virtually. Learn which behaviors lead to high-performing teams and which behaviors to avoid, analyze your personal performance, and emerge as a more visionary leader. This program is ideal for those who want to move their teams toward a higher level of performance.

NEGOTIATING FOR POSITIVE RESULTS

Aug 17 - 19, 2015 // HONG KONG

Become the go-to person to create new business opportunities, whether in high-stakes deals or daily office interactions. This unique program brings you a fast-paced, intensive experience to raise the caliber of your interpersonal communication skills through learning practical tools to negotiate effectively across cultures, countries, or even organizational divisions.

STRATEGIC DECISION MAKING AND PERSONAL EFFECTIVENESS

Oct 7 - 9, 2015 // HONG KONG

Effective decision-making requires a clear understanding of how to influence and structure group decision-making processes, how to manage risk, and how to unlock creative blocks and foster greater innovation. Strategic decision makers, including senior functional managers and General Managers shall benefit from this program.

FAMILY BUSINESS: MANAGING STRATEGIC CHALLENGES AND GROWTH

Nov 4 - 6, 2015 // HONG KONG

The program explores the strategic, operational, financial, family, career and business issues found in family-owned and managed companies or privately-held firms. It uses unique family business case studies, action learning exercises and to examine the challenges facing family businesses and understand the practices that govern these companies.

CUSTOM PROGRAMS

No matter your business challenges, we can create tailored learning experiences to help you achieve real results.

To request a detailed program outline, please email enquiry@umich.com.hk

STRATEGIC HR MANAGEMENT

HUMAN RESOURCE EXECUTIVE PROGRAM

Jun 8 - 12, 2015 // HONG KONG

Align HR priorities with company objectives and drive your company's competitive advantage; build a customer-focused HR department; articulate the value of HR investment for your firm - all of these are the core challenges addressed on our HR flagship program in Asia. World class faculty will share best and next practices in Asia as they help you align your HR strategy with your firm's corporate agenda. Join us in 2015 with other senior HR managers from across Asia.

DRIVING ORGANIZATIONAL CULTURE FOR CHANGE AND TALENT INTEGRATION

Sept 16 - 18, 2015 // HONG KONG

Building the corporate culture to attract, reward and retain talent is a key focus in this event. To address the challenge, align talent with business goals and successfully manage change, HR professionals and Senior Managers need to have the ability to create the right HR systems and practices for the organization.

HUMAN RESOURCE PROFESSIONAL DEVELOPMENT PROGRAM

Nov 18 - 20, 2015 // HONG KONG

HR professionals have a unique opportunity to contribute to their organizations if they are able to operate as business partners, and combine functional excellence with insight and appreciation for how HR must contribute strategically to the business. This new 3-day program is designed for junior to mid-level executives and HR specialists who are seeking to expand their knowledge in addressing core organizational HR challenges and to prepare for their next level career as an HR professional.

CORPORATE STRATEGY

CHALLENGER STRATEGIES FOR BUILDING BUSINESSES AND BRANDS

Aug 12 - 14, 2015 // HONG KONG

The program focuses on business strategy (strategy and strategic competency-building process), strategic marketing and branding. Discover what it takes to build brand awareness and quality reputations on shoestring budgets and achieve overseas growth. Obtain all the tools and skills needed to compete in the global market!

STRATEGIC PLANNING AND IMPLEMENTATION

Nov 9 - 13, 2015 // HONG KONG

In a world of accelerating change, implementing strategy and organizational transformation to remain competitive and win is an increasing imperative. To empower your organization to reach new performance levels join other executives in learning new leadership processes, behaviors and competencies to renew and sustain transformations.

STRATEGIC RENEWAL AND CHANGE

NEW

Aug 31 - Sept 2, 2015 // HONG KONG

Emphasis is on change interventions that have impact in establishing core corporate values, instilling a sense of urgency, motivating employees, gaining buy-in and meeting the shifting needs of the increasingly competitive global environment. The course provides practical models, concepts and skills related to creating a vision for change; organizational diagnosis, design and alignment, and human resources development that facilitate an executive's ability to lead change and reinforce new behaviors.

STRATEGIC MARKETING

THE BIG PICTURE: INTEGRATING MARKETING STRATEGY AND EXECUTION

Sept 14 - 16, 2015 // HONG KONG

Ensure that your marketing strategy provides an organic marketing solution that incorporates cross organizational department goals, will evolve with your company and be adaptable to any future challenges. This interactive program covers both the foundations of good strategic market planning and the key elements of great marketing execution - from market selection, to product development, to successful promotion and sales strategy, and more.

SALES MANAGEMENT

EFFECTIVE SALES LEADERSHIP

Aug 26 - 28, 2015 // HONG KONG

This 3-day workshop is designed to help new and experienced sales leaders to explore and conquer the challenges of today's sales management. It combines the 'art and science of leading the sales function' with a strategic management perspective. Participants will build capability to oversee the ongoing execution of sales and sales team leadership; develop a set of tools for leading customer-oriented sales teams and create a new strategic sales management framework.

FINANCE

FINANCE FOR THE NON-FINANCIAL MANAGER

Jun 23 - 26, 2015 / Nov 16 - 19, 2015 // HONG KONG

This program by the award-winning Michigan's Ross School of Business has been re-designed to better fit busy executives' schedules into a 3.5 day event. It helps managers improve communication with finance executives in their firms, better understand the impact of financial decisions on the firm's profitability, and enhances their ability to use financial analysis in decision-making.

OPERATIONS MANAGEMENT

HIGH EFFICIENCY OPERATIONS MANAGEMENT

Nov 24 - 27, 2015 // KUALA LUMPUR

Learn how to improve your manufacturing operation, reengineer your supply chain for competitiveness, reduce cost and increase service levels and cut lead times. Participants will learn how to design and implement effective practices to improve operations. Special attention will be given to topics including: effective inventory control, capacity and cost management, variability reduction, lean operations, distribution and logistics management, and partnering with suppliers and customers to reduce global costs and increase service levels.

EFFECTIVE OFFICE SYSTEMS MANAGEMENT: LEAN PRACTICE FOR BACK OFFICE AND FINANCIAL SERVICES OPERATIONS

Jul 21 - 24, 2015 // HONG KONG

Would you like to reduce costs, ensure high efficiency, deliver quality services to sustain your competitive advantage? This program is designed to introduce you to cutting-edge models and practical tools for effective management of your back office systems to create agile services.

Seiichi Ikeda

Director, International Sales & Engineering
Fives Intralogistics K.K., Japan

MICHIGAN ROSS
DISTINGUISHED LEADER



**EARN YOUR SCHOLARSHIP FOR LIFE
WITH OUR DISTINGUISHED LEADER CERTIFICATE**

www.michiganrossasia.com/distinguishedleader

To request a detailed program outline, please email enquiry@umich.com.hk

Become a MICHIGAN ROSS ***DISTINGUISHED LEADER***

COMPLETE 4 PROGRAMS

DEVELOPING YOURSELF.

YOU DEVELOPING OTHER LEADERS.

EARN YOUR SCHOLARSHIP FOR LIFE.

BECOME A MICHIGAN ROSS DISTINGUISHED LEADER.

The best leaders never stop learning and Michigan Ross wants to support your lifelong learning as a leader. Attend the programs that best suit your learning goals and at the same time, take a leadership role to develop your peers. After you participate in a total of four program credits, you will become a **MICHIGAN ROSS DISTINGUISHED LEADER** and entitled for **SCHOLARSHIP FOR LIFE**.

BENEFITS FOR YOU

- Scholarship for life for Michigan Ross Executive Education Programs
- Incentives for developing your chosen peers
- Develop your knowledge and skills for today's business landscape
- Interact with experts and build a global peer network
- Boost your resume to position yourself for advancement

BENEFITS FOR YOUR COMPANY

- Retain high-potentials by investing in their development
- Empower individuals and teams to bring new ideas to your firm
- Apply advanced research and proven tools to your toughest challenges
- Build a sustainable, productive business culture
- Gain progressive cost savings as participants work toward completion

See the 4 levels of benefits on [next page >>>](#)

To find out your Distinguished Leader Level, simply email us at: enquiry@umich.com.hk

And earn **MICHIGAN ROSS** **SCHOLARSHIP FOR LIFE**

By completing a series of programs, you can become a **MICHIGAN ROSS DISTINGUISHED LEADER**.

As you work toward this goal, we would like to show recognition to your personal development initiatives and your role as a leader to develop others through offering you the following scholarship benefits.

ENQUIRY@UMICH.COM.HK // 852.2509 9088

Discover how Michigan Ross can help you and your firm achieve success.

Contact us to discuss questions and completion options.

Michigan Ross supports
you *Developing yourself*:

Michigan Ross supports
you *Developing others*:

LEVEL 4



Once you've earned 4 program credits, you'll be awarded certification as our **MICHIGAN ROSS DISTINGUISHED LEADER**.

- **25% Scholarship for life** for Michigan Ross Executive Education Programs.
- Receive Executive Certificate.
- Distinguished Leader Alumni Status.

- Share your success. A voucher of 50% off a five-day program (applicable to either individual or peer).

LEVEL 3

Complete your 3rd program and you'll earn your 3rd credit.

- 20% Scholarship toward future enrollment.

- Two \$600 program vouchers for your chosen peers.

LEVEL 2

Complete your 2nd program and you will receive your 2nd credit.

- 15% Scholarship toward future enrollment.

- Two \$400 program vouchers for your chosen peers.

LEVEL 1

Upon completion of your 1st program, you will receive your 1st credit.

- 10% Scholarship toward future enrollment.

- A \$400 program voucher for a peer of your choice.

ASIA-PACIFIC

Program	Date (2015)	Location	Fee (US\$)
ORGANIZATIONAL AND PERSONAL LEADERSHIP			
Senior Executive Program in Asia	Sept 11 - 19	Hong Kong	\$15,200
Positive Strategic Leadership	Aug 18 - 21	Hong Kong	\$6,900
Management of Managers	Jun 15 - 19 / Nov 2 - 6	Hong Kong	\$8,500
Organizational Leadership: Breaking Silos	Oct 7 - 9	Hong Kong	\$5,900
Leadership in Action	Jun 15 - 19 / Nov 2 - 6	Hong Kong	\$8,500
Emerging Leaders	Oct 12 - 16	Hong Kong	\$8,500
Developing the Manager in You	Jun 22 - 24 / Oct 26 - 28	Hong Kong	\$5,900
Leading High-Performing Teams	Oct 29 - 30	Hong Kong	\$4,250

BUSINESS LEADERSHIP

Negotiating for Positive Results	Aug 17 - 19	Hong Kong	\$5,900
Strategic Decision Making and Personal Effectiveness	Oct 7 - 9	Hong Kong	\$5,900
Family Business: Managing Strategic Challenges and Growth	Nov 4 - 6	Hong Kong	\$5,900

STRATEGIC HR MANAGEMENT

Human Resource Executive Program	Jun 8 - 12	Hong Kong	\$8,500
Driving Organizational Culture for Change & Talent Integration	Sept 16 - 18	Hong Kong	\$5,900
Human Resource Professional Development Program	Nov 18 - 20	Hong Kong	\$5,900

FUNCTIONAL

The Big Picture: Integrating Marketing Strategy and Execution	Sept 14 - 16	Hong Kong	\$5,900
Effective Sales Leadership	Aug 26 - 28	Hong Kong	\$5,900
High Efficiency Operations Management	Nov 24 - 27	Kuala Lumpur	\$6,900
Effective Office Systems Management: Lean Practice for Back office and Financial Services Operations	Jul 21 - 24	Hong Kong	\$6,900
Challenger Strategies for Building Businesses and Brands	Aug 12 - 14	Hong Kong	\$5,900
Strategic Planning & Implementation	Nov 9 - 13	Hong Kong	\$8,500
Strategic Renewal and Change	Aug 31 - Sept 2	Hong Kong	\$5,900
Finance for the Non-financial Manager	Jun 23 - 26 / Nov 16 - 19	Hong Kong	\$6,900

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