Executive Education in Asia

FOCUSED PROGRAM

STRATEGIC PLANNING & IMPLEMENTATION

Enhance your ability to make the right moves at the right time

Overview

Strategic Planning and Implementation provides managers with knowledge of successful techniques for long-range planning, strategy formulation, and strategy implementation. This intensive, five-day program explores a broad set of strategic management issues --- including industry analysis, global competitive strategy, and the strategic planning process --- to provide a framework for analysis and implementation. Participants will gain a greater understanding of the process by which these issues are analyzed and acted upon. Many participants have noted the broader perspective or “Global view” that they have acquired, or reinforced, during our course.

For some, this program will serve as a review of the fundamentals that will confirm strategic directions or generate new ideas. For others, it will be an opportunity to enhance their knowledge through exposure to the latest information and techniques. Either way, it is an excellent opportunity to take the time to focus on, and ultimately strengthen, a company’s strategic objectives.

PROGRAM DATE
Hong Kong
Nov 7 – 11, 2016

FEE // US$8,500
Program fee includes:
• Tuition
• Instructional materials
• All lunches, and coffee/snack breaks

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

WEB
Learning Objectives:

- Explore and capitalize on emerging issues in the global economy
- Evaluate new competitive strategy alternatives that can fuel growth
- Acquire a working framework for analysis and implementation
- Strengthen your firm’s strategic objectives

Who Should Attend

Experienced senior-level managers who now have or will have responsibility for strategic planning and decision making in their organizations will especially benefit from this program. This includes vice presidents, general managers, corporate and business planners, and directors of functional areas in marketing, operations, and finance.

Benefits of Attending

As a participant in this program, you will:

- Learn to communicate ideas more effectively by:
  - understanding the language of corporate strategists.
  - identifying sources of information.
  - obtaining greater knowledge of the functional areas involved in the planning process.
- Learn concepts useful for strategic management and develop skills in applying these concepts to real-life situations.
- Identify emerging issues facing corporations in today’s global competitive environment.
- Increase your influence and promotion potential within your organization.

By attending this program, you will receive 1 credit 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/](http://www.michiganexecutiveeducationasia.com/distinguished-leader/)
# Program Focus

## Competitive Strategy
- Industry structure analysis
- Competitive positioning
- Value chain management
- Competitor assessment
- Sources of competitive advantage

## Customer Satisfaction
- Customer loyalty and retention
- Improving customer satisfaction
- Importance of customer satisfaction
- Partnering with customers

## Planning Process
- Characteristics of an effective process
- Pitfalls in strategic planning
- Components of a strategic plan

## Organizational Processes
- Resource allocation
- Strategic planning
- New product development

## Emerging Organizational Forms
- Organizational structures
- Process re-engineering and perspective
- Horizontal integration
- Link to strategy
- Organizing for growth
- Vertical relationships
- Managing strategic change
- Leadership

## Strategies for Growth
- Mergers, acquisitions, and alliances
- Synergies and core competencies
- Managing growth

## Global Competition
- Emerging patterns
- Structure of global industries
- Global vs. multi-domestic
- Successful strategies
- Building a global organization

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**Comments from past participants...**

**“The course is very practical and thought provoking!”**

K B Lo, Managing Director, HSBC Private Bank (Suisse) SA

**“Excellent program. Talented instructors, focused format, good materials. I look forward to another program and recommend this one.”**

Robert DeLong, Vice President – Planning, Robert Mondavi Corporation

**“This seminar provided a common language for discussing strategy with management.”**

Richard Glassbrenner
Director of Sales
Traditional Trade
PepsiCo Beverage International
Thailand

**“This was not the kind of seminar where instructors flood you with buzz words or pluck theories from books. This program has great depth and offers many practical ideas.”**

Cecille Teresa Quevedo Valencia
Regional Brand Manager
Bayer (Southeast Asia) Pte Ltd.
Singapore
Some of the companies that have recently sent participants to Strategic Planning and Implementation:

<table>
<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Alstom (China) Investment Co., Ltd.</td>
<td>Marriott International, Inc.</td>
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<td>Analog Devices Inc.</td>
<td>Mary Kay Trading (Shanghai) Co., Ltd.</td>
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<td>Atlas Copco (Shanghai) Process Equipment Co., Ltd</td>
<td>Mead Johnson Nutrition (M) Sdn Bhd</td>
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<td>AVERY DENNISON HK BV</td>
<td>MTR Corporation Limited</td>
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<td>Bangkok Bank PCL</td>
<td>Nomura Research Institute Ltd.</td>
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<td>BAYER KOREA LTD</td>
<td>Pepsi-Cola (Thai) Trading Co. Ltd.</td>
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<td>BECKMAN COULTER COMMERICAL ENTERPRISE (CHINA) CO.Ltd</td>
<td>Pfizer Animal Health</td>
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<td>Capital Market Authority</td>
<td>Pfizer Inc.</td>
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<td>Cheo Technology JV Company (Koryolink)</td>
<td>Philips Electronics Singapore Pte. Ltd.</td>
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<td>Chrysler Group LLC</td>
<td>PJ LHUILLIER INC</td>
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<td>Department of Drainage and Irrigation</td>
<td>PPG INDUSTRIES INTERNATIONAL INC</td>
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<td>DEPARTMENT OF IRRIGATION AND DRAINAGE</td>
<td>PrimeCredit Limited</td>
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<td>Economic and Social Development Board (Thailand)</td>
<td>PT Hutchison CP Telecommunications</td>
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<td>Exl Service.com (India) Pvt. Ltd.</td>
<td>PT SOFTEX Indonesia</td>
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<td>Fauji Fertilizer Company Ltd.</td>
<td>PT Topjaya Sarana Utama</td>
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<td>Focus Data Consulting</td>
<td>PTT International Company Limited</td>
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<td>Hang Seng Bank Limited</td>
<td>Roche Diagnostics Shanghai Ltd</td>
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<td>HONG KONG HOUSING SOCIETY</td>
<td>Saint-Gobain K.K.</td>
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<td>IMU Education Sdn Bhd</td>
<td>Singapore General Hospital Pte Ltd</td>
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<td>Indonesia Eximbank</td>
<td>Urban Renewal Authority</td>
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<td>Industrial Technology Research Institute/CMS</td>
<td>Visa Worldwide Pte Ltd</td>
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<td>Malaysian Investment Development Authority (MIDA)</td>
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Program Faculty

Aneel Karnani
Associate Professor of Corporate Strategy; Chair of Strategy
Stephen M. Ross School of Business
University of Michigan

Professor Karnani’s teaching and research interests are centered on competitive strategy. More specifically, his interests include ways of gaining and exploiting competitive advantage, global competition, and planning process. In addition to these University activities, Professor Karnani is actively involved in executive development. He consults with firms on strategic planning process and strategy analysis and formulation. He serves on the board of directors of A.M. Todd Group and has served as a consultant to GenCorp, Volvo North America, GTE, Dow Corning, Dow (Japan), IBM, Holnam, Singapore Technologies, GE, Siemens, DSM (Netherlands), Upjohn, Singapore Airlines, Budd Company, Whirlpool, and General Motors.

He has held visiting appointments to teach in the MBA and executive development programs at Northwestern University, London Business School, the Kiel Institute of World Economics (Germany), INSEAD (France), HEC (France), Helsinki School of Business Administration, Bocconi (Italy), Indian Institute of Foreign Trade, Chulalongkorn University (Thailand), INCAE (Costa Rica), and the National University of Singapore. In addition, he has lectured in Brazil, Ecuador, Central America, France, Holland, Germany, Hungary, Japan, Singapore, Malaysia, Indonesia, India, Taiwan, and Hong Kong.

Pierre Dussauge
Professor of Strategic Management
HEC Paris

Professor Dussauge is a Professor of Strategic Management at HEC Paris. He is a graduate of HEC and earned a PhD in management science from the Paris-Dauphine University. He was a visiting professor of Corporate Strategy and International Business at the Ross Business School of the University of Michigan in Ann Arbor from 1991 to 2003 and a visiting professor of Strategy at INSEAD in 2005-2006. He has also had visiting positions and teaching assignments at the Indian School of Business (Hyderabad), at Tsinghua University (Beijing), at INCAE (Costa Rica), at IESE (Barcelona, Spain), etc. Pierre Dussauge was a finalist for the best teacher award in the Michigan MBA program in 1996, 1998 and 1999, and received the best teacher award at HEC in 2002.


In addition to his academic work, Pierre Dussauge has been a consultant or a management educator with a number of firms in Europe and in the US., India, Taiwan, and Hong Kong.
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.
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
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.
Registration Form - Stephen M. Ross School of Business at the University of Michigan

STRATEGIC PLANNING & IMPLEMENTATION

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:


Please attach your business card here

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

Full Name (As appears on the course roster and your diploma)

First Name (As appears on your name badge)

Last Name

Title of Present Position

Company Name

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

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

Continued on next page >>
How Did You Hear About Us? (You May Choose More Than One)
- Advertisement
- Newspaper
- Magazine/Journals
- Promotion
- Brochure
- Catalogue
- E-mail
- Seminars/Exhibitions
- Recommendation by
- Supervisor
- HR/T&D
- Past participant
- I have attended Michigan Executive Education program(s)
- I have met with a Michigan representative

Billing Information
(Please 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.

Signature / Company Chop

The University of Michigan, as an Equal Opportunity, Affirmative Action Employer, complies with applicable federal and state laws prohibiting discrimination, including Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. It is the policy of the University of Michigan that no person, on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or Vietnam-era veteran status, shall be discriminated against in employment, educational programs and activities, or admissions. Inquiries of complaints may be addressed to the University’s Director of Affirmative Action, Title IX and Section 504 coordinator, 4005 Wolverine Tower, Ann Arbor, Michigan 48109-1281, 1734.763.1281, T.D.D. 1734.647.1388. For other University of Michigan information, call 1734.764.1817.
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.

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.