

GENERAL MANAGEMENT PROGRAM

Broaden Your Management Skills

NEXT - GENERATION*
LEARNING

When making the transition to a general management role, managers need to be acutely aware of how their behavior and decisions have an impact on key stakeholders.

This program will provide problem-solving toolkits for functional areas, such as corporate strategy, marketing, human resources, finance, accounting and operations. Specially designed for the Asian business context, this program sharpens analytical skills with a powerful suite of tools that will enhance your effectiveness in decision-making.

Who Should Attend?

Managers and executives who hold senior positions in functional areas, or who have recently been promoted to general management.

**An advanced touch screen tablet will be issued to each participant.*



“The NUS approach was excitingly refreshing. The creative use of case studies made it easy to internalize the key learning points. The blend of theory and practical sessions brought the classroom to the work place with facilitators delivering not only the current issues in the local, regional and global environment, but also projecting what to expect in the future. My expectations were exceeded.”

Emmanuel Akinola Odedina
Group Head, Audit & Risk Management
Consolidated Discounts Ltd
Nigeria

Core Focus

Strategic Frameworks & Thinking

- Formulation and execution of strategies
- Building capabilities to enhance and protect competitive advantage

Marketing in Asia

- Understanding the Asian consumer
- Strategic marketing management

Strategic Human Resource Management

- Leading organizational change and learning
- Power, leadership and managing talents

Strategic Financial Management

- Financial analysis, modeling and valuation
- Financial decision-making and resource allocation

Operations Management

- Linking operational processes to strategies
- Managing supply chains for competitive advantage

Decision Analytics

- Analytical tools for decision-making
- Resource optimization

How Will You Benefit?

This program will enable you to:

- Understand how company strategy drives important functional choices
- Implement problem-solving techniques across all functional areas
- Develop shared knowledge of the Asian business context
- Establish networks and gain insights from the experiences of participants from diverse industries and countries

“It was a privilege for me to attend the General Management Program. The course modules are designed to cover all aspects of running an efficient enterprise. The networking opportunities as well as the exposure to the latest strategies and techniques will be of immense help and I look forward to incorporating them into my day-to-day work.”

P C Sharma

Chief Executive Officer
Transport Corporation of India

“The wide spectrum of topics were helpful to appreciate the challenges and tasks in management. The sequence was well-organized, focusing on strategic and technology management and the various tools, and ending with the importance of strategic execution. The company visit provided insights into considerations and challenges of setting up a business.”

Tan Ngee Leng

Head, Imaging Radar Lab & Principal Member of Technical Staff
DSO National Laboratories
Singapore

Dates and Fees

20 February - 2 March 2012

4 – 15 June 2012

10 – 21 September 2012

19 – 30 November 2012

3 – 14 December 2012

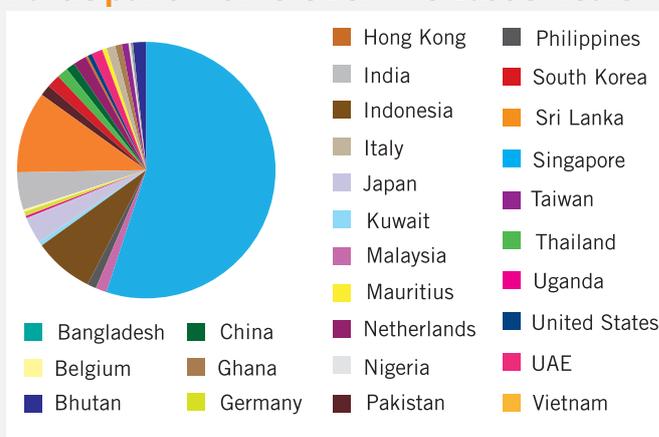
4 – 15 March 2013

\$9,980 per participant (subject to prevailing GST)

Application Deadline

One month before commencement of the program. Participants are strongly encouraged to apply at least two months in advance. Applications received after the deadline will be considered depending on space availability.

Participant Profile Over The Last 5 Years



Program Director



Sum Chee Chuong
Associate Professor, NUS Business School
Academic Director, S3 Asia MBA Program
PhD, University of Minnesota

Professor Sum is currently Area-Coordinator of the Operations and Supply Chain Management Group in the Decision Sciences Department. He was formerly Co-Academic Director of the NUS MBA program. An active consultant and executive trainer, Professor Sum has consulted for private and public organizations such as Singapore Airlines, IBM, Shell, IKEA, Kaifa (Shenzhen), APP (Indonesia), Singapore Confederation of Industries, Ministry of Health, Ministry of Defence, Chartered Institute of Transport (Singapore), and Singapore Technologies Logistics. His current research interests are in the development of operations and supply chain capabilities, Enterprise Resource Planning (ERP), operations strategy, and global operations management. His research has appeared in leading international journals such as Decision Sciences, Journal of Operations Management, IIE (Trans), European Journal of Operational Research, and Omega.