



Sharpening Minds, Shaping Leaders  
since 1982



**Kellogg**  
School of Management

# Advanced Senior Executive Program

March 14 - 20, 2010

2010

EXECUTIVE EDUCATION

STAND FOR EXCELLENCE



THE BEST BUSINESS SCHOOLS  
IN THE WORLD

# Advanced Senior Executive Program (ASEP)

An executive education program to move your career into high gear

March 14 – 20, 2010

Being a “**high-achiever**” is natural to you. You have the ambition, ability and leadership skills necessary for a successful career in senior management. You pursue your aims with unwavering determination. You feel the urge to reach the summit of your career. You know you are no ordinary person. You also have a clear picture of what you need to do to gear yourself up for that top-level executive position - and to perform effectively in that position.

The **Advanced Senior Executive Program (ASEP)**, the flagship of Sasin and Kellogg's executive development education, is a high-powered education program that is designed to equip top-ranking executives like you for the challenge of a senior position in today's dynamic business environment. The courses in this program are “**The CEO Agenda**” aimed to equip you to explore new horizons through re-evaluation, re-definition and realignment of their perspectives and approaches at both the individual and organizational level.

This program also offers you the opportunity to enhance and revitalize your goals, gain an appreciation for the latest management concepts, review your fundamental assumptions about leadership, and develop insights into your personal management style. Lastly, this program will introduce you to a unique network of fellow high-achievers like you from other leading companies and organizations.

## Program Philosophy

The **ASEP** is unique in that it is able to take advantage of Sasin's and Kellogg's teaching philosophy based on 20 years of experience in executive education. Our first order of business is to provide you with the conceptual framework, models and tools you need to optimize your leadership and managerial effectiveness. At Sasin and Kellogg, our goal is to prepare you for the complexities, ambiguities and conflicts that are par for the course in today's business world.

## Outstanding Peer Learning Opportunities

The total immersion element of the **ASEP** allows for the formal and informal exchange of ideas between participants. Learning through teamwork and cooperation has contributed to Sasin and Kellogg becoming a premier global resource for executive education. To ensure an exceptional level of peer learning, the structure of the **ASEP** is built around discussion groups, case studies, and team projects in order to stimulate fresh thinking and encourage participants to re-examine and reformulate their professional career goals and personal objectives.

## ASEP Faculty

The 21st century is the century of change. To achieve and accommodate change we use a team-oriented and action-oriented approach that emphasizes the links between functional areas in order to examine them from a general management perspective. While the focus is on strategy, a keen emphasis is placed on real-world applications and how you can leverage structure, process, culture, and incentives to implement strategic change. The **ASEP** is team-taught by a select group of Kellogg's most distinguished faculty who work

together as a cohesive unit. Their awareness of each other's subject areas enables the faculty to identify and stress the interface of strategic, functional, and organizational decisions.

## ASEP Curriculum

The **ASEP** curriculum is designed to explore the business environment in terms of the key functional areas of management, corporate and business unit strategies, as well as organizational learning.

## Strategic Decision Making – Risk and Uncertainty

The **ASEP** explores various types of decision making - financial, personal, and professional - with a primary emphasis on how to make such decisions more effectively. This is achieved through a combination of exercises, group discussions, and analysis. By asking you to make many decisions, we will try to highlight some of the underlying tendencies that many people - including you and people around you - often display. This way we can build a deep understanding of the decision making process while we sharpen your analytical skills.

## Building and Leading High Performing Teams

The **ASEP** also aims to improve your ability to manage teams effectively by analyzing team behavior and developing strategic plans for efficient team work. You will also gain an intellectual understanding of group behavior and an appreciation of how to structure a team in order to optimize performance. Moreover, this program will give you the tools you need to understand the trade-offs involved in individual vs. team-based work and to foster the intensity required for high impact projects in the context of virtual constraints.

## Strategically Managing New Products/Services

A further objective of the **ASEP** is to examine the marketing environment, analyze market opportunities, customer profiles, industry/competitor profiles, as well as demand estimates and forecasts. This program also examines issues related to planning effective marketing campaigns, corporate communications, channels of distribution, pricing decisions, product/service concepts, as well as the relationship between business strategies and marketing decisions.

## Strategic Crisis Management

Today we live in the age of change and very often, drastic and violent changes. The **ASEP** features case studies in strategic crisis management aimed at providing executives with the conceptual tools needed to successfully master high-pressure, complex crisis situations. Topics covered include managing business issues and the media, dealing with activists and interest groups, as well as surviving legal, legislative and regulatory challenges.

## Building a value-added Network

The **ASEP** will also give you an interactive learning experience that introduces the sources and strategies for creating social capital through networking, relationship building, and cross-functional team design. The program also integrates into the discussion findings from the “Six degrees of separation worksheet”, an instrument that enables you to assess your social capital. The case illustrates upward and lateral influence in a complex organization, and the issues of managing a relationship with a strategic partner, colleagues, clients, and other team contacts where private information and trust enhance professional impact.

## Interaction with US Senior Executives

The participants will have the opportunity to meet with leading senior executives of US organizations to learn about their management and leadership experiences. It is expected that the meetings would further enhance their learning effectiveness in the class.

## Who Attends ASEP?

The **ASEP** is designed primarily for Sasin SEP alumni from 1987 - 2009 and EMBA (MM) from 1984 - 2000 as well as CEO's and C-level executives of high performance companies.

The **ASEP** Admission Committee aims to select the participants based on their potential benefit from class membership, and also for what they can contribute to the overall program experience. The class size is limited in order to ensure effective classroom discussions and make the most of participation in the study groups. Therefore, interested candidates are encouraged to apply early. **ASEP** applications are accepted on a rolling basis and are reviewed until the program fills up. For your convenience, you may apply on-line or download an application and mail it in.

○ **Mrs. Juthaporn Rerngronasa**  
(ASEP-4, Class of 2009)

**Deputy Governor**  
**Tourism Authority of Thailand**

“Thank you Sasin for arranging such a good and useful program like this. I had a chance to freshen up my knowledge on marketing and others areas. All the professors that have been selected were very good-- perfect.”

○ **Mr. Mas'ud Khamid**  
(ASEP-4, Class of 2009)

**Executive General Manager of Regional Division II**  
**PT Telekomunikasi Indonesia Tbk**

“ASEP is an excellent program with GREAT VALUE. In less than one week, ASEP already changed my mindset, my capability and understanding of how to build and lead the business in an uncertain situation and fast changing environment. Now, I really understand how to manage business to remain competitive and maintain sustainable growth in any situation.”

○ **Mr. Narong Intanate**  
(ASEP-3, Class of 2008)

**President**  
**The Value Systems Co., Ltd.**

“The ASEP is very suitable for senior executives, especially at CEO level, who have been out of school 20 to 25 years. ASEP provides new ideas, concepts and techniques to recharge us for changes in our business and personal life. ASEP is also an excellent opportunity to network with top notch professors and fellow Thai executives.”

○ **Mr. Aphinant Klewpatinond**  
(ASEP-2, Class of 2007)

**Chief Executive Officer**  
**Phatra Securities Public Co., Ltd.**

“My experience as ASEP-2 participant really exceeds my expectation. Quality of instructors/professors is excellent and world class. Facilities and hospitality are good and nothing to be complained. I've learnt a lot and strongly believe I can apply much of what I've learnt to my works. Very happy with the program and will definitely recommend others to come.”

○ **Mr. Chartchai Sundharagiati**  
(ASEP-2, Class of 2007)

**First Senior Vice President**  
**Kasikornbank Public Co., Ltd.**

“Excellent educational experiences. Excellent courses, faculties and facilities. Very nice classmates. Excellent weather in Evanston.”

○ **Mr. Palit Bhirom-Bhakdi**  
(ASEP-1, Class of 2006)

**Vice President**  
**Boonrawd Trading Co., Ltd.**

“Enlightening. Changes happen around us all the time. Past knowledge becomes obsolete. ASEP equipped me with new tools to tackle the challenges of tomorrow.”

○ **Dr. Siripong Luengvarinkul**  
(ASEP-1, Class of 2006)

**Deputy Managing Director**  
**Ramkhamhaeng Hospital Public Co., Ltd.**

“This program is such a great experience in understanding how to provide more appropriate management. This benefits not only the participants but their organizations as well.”

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## Location

Specifically designed for executive education, the James L. Allen Center overlooks Lake Michigan and contains a residential area of 150 bedrooms, dining rooms, lounges, group study rooms, classrooms, as well as recreational and fitness facilities.

## Allen Center

Located on the shores of Lake Michigan in the heart of Northwestern University's Evanston campus, the James L. Allen Center is the home of Kellogg Executive Education. When the facility opened its doors in 1979, it was one of the World's first conference centers built exclusively for executive education. Here at the Allen Center, no detail goes ignored. Because learning does not stop outside the classroom, the Allen Center offers an immersion experience. Here, leaders in the academic and management communities come together to discuss theory and share experiences. Living and working with one another, executives gain knowledge and insights as well as a broadened perspective. The Allen Center minimizes the distractions of the office and provides an ideal setting for professional growth.

The Allen Center classrooms feature wireless Internet access and state-of-the-art multimedia equipment. Moreover, all of the study group rooms come equipped with PCs, printers, audio-visual equipment and supplies. Our front desk is staffed around the clock to assist you. You will also have 24-hour access to computers, laptop hook-ups, laser printers, a copier, and supplies.

## Certificate

Sasin Graduate Institute of Business Administration of Chulalongkorn University and Kellogg School of Management, Northwestern University award a certificate upon the successful completion of the **ASEP** program.

## Cost

The enrollment fee is **Baht 395,000\*** per applicant which covers tuition, program materials, health insurance coverage in the United States, accommodation and meals. Payment must be made in Thai Baht. Please make your check payable to Sasin Graduate Institute of Business Administration of Chulalongkorn University. Please note that each participant will be responsible for their own travel arrangements and airfare (Bangkok-Chicago-Bangkok).

2010

\*Registration fee is corporate income tax deductible under the Royal Decree on Tax Exemption # 437 of the Revenue Code.\*

Time/Date	Sunday March 14	Monday March 15	Tuesday March 16	Wednesday March 17	Thursday March 18	Friday March 19	Saturday March 20
06.30 - 08.20		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
08.30 - 10.00		Program Introduction & Class Meeting	Class Meeting	Class Meeting	Class Meeting	Class Meeting	09.30 Check-out from Allen Center
10.00 - 10.15		Break	Break	Break	Break	Break	
10.15 - 11.45		Class Meeting	Class Meeting	Class Meeting	Class Meeting	Class Meeting	
11.45 - 13.00		Lunch	Lunch	Lunch	Lunch	Lunch	
13.00 - 14.30	Check-in at Allen Center	Class Meeting	Class Meeting	Class Meeting	Class Meeting		
14.30 - 14.45		Break	Break	Break	Break		
14.45 - 16.15		Class Meeting	Class Meeting	Class Meeting	Class Meeting		
17.30 - 18.00		Class Meeting		Class Meeting			
18.00 - 19.30	Social Time & Dinner	Social Time & Dinner	Social Time & Dinner	Social Time & Dinner	Social Time & Dinner	Social Time & Dinner	

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