



Sharpening Minds, Shaping Leaders
since 1982

Senior Executive Program

August 15 - September 4, 2010

2010

EXECUTIVE EDUCATION

STAND FOR EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD

2010 Senior Executive Program (SEP-24)

3-week residential program

August 15 – September 4, 2010

What is SEP?

Never before in the history of our business world have so many organizations had to question their very purposes, strategies, structures, and cultures as they have had to throughout the past few years. There seems little doubt that the major responsibility of senior executives is to revitalize their organizations for a competitive world. What made for success in yesterday's protected domestic marketplace will not lead to success in today's competitive global economy.

Sasin's Senior Executive Program (SEP) originates from the belief that the success of an enterprise is a well-balanced combination of short-term operational efficiency and long-term competitive advantage. To achieve such success the organization needs executives who are masters of management's functional disciplines and at the same time able to navigate through the turbulent and challenging 1990's and come out on top.

Thus, an intensive three-week residential Senior Executive Program conducted in English has been designed to expose executives like you to the most up-to-date, state-of-the-art knowledge, skills and insights necessary for your firm's and your own success.

Courses

The central concept of SEP is that the senior executive's greatest challenge is to balance the internal structure and system of the enterprise with the external forces that shape and constrain it. To address this challenge, six courses are chosen to encompass the three concerns of management: the environment in which the organization operates, managerial functions, and the coordination of these two areas.

The strategic concerns of managers are covered in the courses on **Leadership and Organizational Change and Strategic Impact of Information Technology**. These courses help managers recognize the uniqueness of relationships between the information technology and the human factors in the organization.

Because of their importance in business today, three courses are devoted to enhance the effectiveness of managers. The state-of-the-art practice of **Marketing Product and Process Innovation** examines the enterprise from the point of view of the consumer of its products or services, both domestic and foreign. **Corporate Financial Decisions** considers the firm as an economic entity, and looks at its value with respect to external capital markets, lenders, stockholders, and international currencies. For the course on **Global Economic Environment**, national economic policies, both domestic and international, will be studied as they relate to managerial action.

The **Strategic Management** course brings together the internal and external perspectives and integrates them from the general manager's point of view. This is because the general manager ultimately is responsible for positioning the firm in its environment in a way that is compatible with the organization's resources while simultaneously achieving the company's established goals.

Why Do Most Executives Select SEP As Their Key/Answer to Success?

With diverse academic backgrounds, experience, and responsibilities in management, participants who have joined our SEP have done so because they realized that they had outgrown their basic expertise and had moved up to more intricate managerial functions that demanded of them broader and more advanced knowledge and skills in management.

Our SEP participants found that, through SEP, they were exposed to innovative ideas, effective analytical techniques, and tested methodologies that they could adapt and put to work right away in their organizations.

In brief, the benefits gained from SEP are :

- A clear vision of contemporary economic trends in both domestic and global environments.
- The knowledge and skills needed to increase an organization's competitive performance through policies and practices which match organizational and staff needs.
- The knowledge and skills essential for strategy formulation and implementation within a changing business environment.
- A broader, revolutionized understanding of executive functions.
- The opportunity to use SEP as a forum for experience-sharing among executives from various business and industrial fields.
- A lifetime membership of SEP's network of top executives from public, private and state enterprises.
- The enhancement of the global perspective and strategic vision required to successfully compete in a globalized business setting.
- The development of personal, professional, and political skills needed to lead and succeed through others in a cross-functional leadership role.
- The development of a meaningful relationship with internationally renowned faculty from Kellogg and Wharton, the two top business schools in the United States, and Sasin.

SEP Experience

Professor Michael Useem

The William and Jacalyn Egan Professor of Management and Director of the Center for Leadership and Change Management The Wharton School, University of Pennsylvania

Author of Leading Up: How to Lead Your Boss So You Both Win (October 2001), The Leadership Moment: Nine True Stories of Triumph and Disaster and Their Lessons for Us All (1998), Upward Bound (2003) and The Go Point (2006)

"The SEP that I have been involved with for 14 years now has 3 features that are especially distinctive. One, it's a three weeks program that gives the opportunity to cover all the main topics you really need to know. If you want to run an enterprise you need strategy, leadership, team development, accounting, finance, marketing and micro and macroeconomics. Two, it's a very intensive program; for three weeks it's the opportunity to really wrap your mind around the topics and integrate them in such a way that you can bring them back to the workplace and use them effectively. And the third feature is that it is the opportunity for a group of people in business and public sectors who are facing problems or have faced problems like yours to share experiences with one another in small group discussions and in the full classroom. And also exchange ideas with the instructors covering all topics relevant to running a business. In an environment like that it is just a lot of good wisdom in the room".

Professor Dipak C. Jain

Dean Emeritus, Sandy and Morton Goldman Professor of Entrepreneurial Studies and Professor of Marketing, Kellogg School of Management, Northwestern University
Co-author of Marketing Moves: A New Approach to Profits, Growth, and Renewal with Philip Kotler and Suvit Maesincee

"The most appealing aspect of the SEP offered by Sasin is that the Professors teaching in this program come from the Kellogg School of Management (Northwestern University) and the Wharton School (University of Pennsylvania), the two top business schools in the world. Faculty members bring a combination of academic rigor and business relevance to the classroom. The diversity among participants make the learning experience memorable. It is the program that every senior executive should try to attend".



Professor Paul A. Tiffany

Adjunct Professor of Management
The Haas School of Business of the University of California, Berkeley
Co-author of Business Plan for Dummies with Steven D. Peterson which was a world-wide top-five finalist in the annual Booz Allen/Financial Times "Best Business Book of the Year" award for 1998.

"I think SEP gives the opportunity for the managers to maintain their skill level with the new ideas and also to sit down and think about what their company is doing, where they are and how they can improve. It's one of the most valuable part of management, I believe".

What Do Senior Executives Have to Say About SEP?

● Mr. Kovit Kantapasara (SEP-14, Class of 2000)
Country Executive, General Electric International Operation Co., Inc.
"Sasin's 3-week residential program gave me an invaluable experience as well as long-lasting and memorable friendships with my classmates. The SEP curriculum provides just the right balance of theoretical and practical aspects of business management and leadership. It was the best and most productive three weeks I have ever spent in any training".

● Mr. Muhammad Awaluddin (SEP-20, Class of 2006)
Executive General Manager of Regional Division I,
PT Telekomunikasi Indonesia Tbk
"The SEP Program gave me the best experience in understanding many aspects of business management. The program has very well trained lecturers who taught us not only strategy and theoretical aspects but also practical aspects and how to execute them into business practices".

● Mr. Chansin Treenuchagron (SEP-20, Class of 2006)
Executive Vice President, IRPC Public Co., Ltd.
"Attending Sasin's three week Senior Executive Program (SEP) taught by excellent professors and run by efficient staff at Dusit Resort Hua-Hin, about 200 km. from Bangkok makes me feel like I'm studying at Kellogg School or Wharton School in the US with friends who are executives from various Thai and international companies. Gaining knowledge from the lectures in class, cases and discussions is an invaluable experience to me. Sasin's SEP is the best top-class senior executive program available in Southeast Asia region!".

● Mr. Tharathorn Koonchanok (SEP-21, Class of 2007)
Vice President-Operations, Thai Namthip Limited
"The SEP program is the longest I have ever taken in my personal life, but it was very much worth attending. The content is so valuable and technically informative for walking in the current environment. In general, the program provides one with a readiness to lead and manage the future".



● Mr. Chaiyanandh Lapitananuvat (SEP-23, Class of 2009)
Executive Vice President – Retail Product & Marketing, Siam City Bank Public Co., Ltd.
"The courses in the SEP program strengthened and refreshed my knowledge. I felt the 3-weeks sharpened my brain as well as vision to do business better. I also got a number of good business friends as an unexpected added bonus".

Senior Executive Program

August 15 – September 4, 2010

Sunday August 15	Monday August 16	Tuesday August 17	Wednesday August 18	Thursday August 19	Friday August 20	Saturday August 21
	8.15 Opening Ceremony					
	a.m. Marketing Product and Process Innovation 1	a.m. Marketing Product and Process Innovation 4	a.m. Pre-course in Finance	a.m. Global Economic Environment 1	a.m. Global Economic Environment 3	a.m. Global Economic Environment 5
p.m. Check-in	p.m. Marketing Product and Process Innovation 2	p.m. Marketing Product and Process Innovation 5	p.m. Leadership Competency Challenge	p.m. Global Economic Environment 2	p.m. Global Economic Environment 4	p.m. Preparatory Study
evening Welcome Reception and Dinner	evening Marketing Product and Process Innovation 3	evening Group Study	evening Preparatory Study	evening Group Study	evening Group Study	
Sunday August 22	Monday August 23	Tuesday August 24	Wednesday August 25	Thursday August 26	Friday August 27	Saturday August 28
a.m. Sports	a.m. Leadership and Organizational Change 1	a.m. Leadership and Organizational Change 4	a.m. Corporate Governance 1	a.m. Strategic Impact of Information Technology 1	a.m. Strategic Impact of Information Technology 3	a.m. Strategic Impact of Information Technology 5
p.m. Sports	p.m. Leadership and Organizational Change 2	p.m. Leadership and Organizational Change 5	p.m. Corporate Governance 2	p.m. Strategic Impact of Information Technology 2	p.m. Strategic Impact of Information Technology 4	p.m. ASEP & SEP Executive Highlight / Family Weekend
evening Preparation for Modules 3&4	evening Leadership and Organizational Change 3	evening Group Study	evening Dine Out	evening Group Study	evening Group Study	
Sunday August 29	Monday August 30	Tuesday August 31	Wednesday September 1	Thursday September 2	Friday September 3	Saturday September 4
a.m. Free Morning	a.m. Corporate Financial Decisions 1	a.m. Corporate Financial Decisions 3	a.m. Corporate Financial Decisions 5	a.m. Strategic Management 2	a.m. Strategic Management 4	9.00 Return to Bangkok
p.m. Free Afternoon	p.m. Corporate Financial Decisions 2	p.m. Corporate Financial Decisions 4	p.m. Strategic Management 1	p.m. Strategic Management 3	p.m. Strategic Management 5	
evening Preparation for Modules 5&6	evening Group Study	evening Group Study	evening Group Study	evening Group Study	evening Closing Ceremony and Farewell Party	

2010

Who Can and Should Take Advantage of SEP?

- Senior executives who have, or soon will have, cross-functional or general management responsibilities.
- Executives who are perceived by their companies to have strong potential for top-level management.
- Entrepreneurs and owners / managers of internationally-oriented enterprises.
- Managers perceived by the organization as having wide-range responsibilities.
- Senior executives who are at least 35 years of age.

Tuition, Fees and Residence

The fee for tuition, accommodation, meals and all materials including books, cases and readings is **Baht 519,000 *** (US\$ 14,000 approx.) per applicant.

* Registration fee is corporate income tax deductible under the Royal Decree issued under the Revenue Code Governing Exemption of Taxes and Duties (No. 437) B.E. 2548 (2005).