

WHO SHOULD TAKE ADVANTAGE OF SEP?

- Senior executives who have, or will have, cross-functional or general management responsibilities
- Executives with strong potential for top-level management
- Entrepreneurs and owners or managers of internationally focused enterprises
- Managers with wide-ranging organizational responsibilities
- Senior executives who are at least 35 years of age

LUXURY AND LEARNING: THE SEP ENVIRONMENT

SEP participants stay at **Dusit Thani Hua Hin**, a deluxe first-class resort hotel, throughout the two-week program. All classes and other daily activities will be held at the hotel complex. The hotel's recreational facilities, such as swimming pools, tennis courts, jogging track, health club, etc., are available to participants.

TUITION FEE

The fee for the SEP experience is Baht 450,000 (about US\$12,500). This amount covers tuition, books and supplies, accommodation, meals, and all other arranged activities. It is non-refundable. Sasin will refund this amount, however, if the applicant is not accepted to SEP.

The fee is due as indicated in the approval letter. When a cancellation is received, the application will be deferred to the next program only. All cancellations must be in writing from the sponsor. Application must be received by three weeks before the program start.

** Registration fee is considered 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).*

APPLY ONLINE

We encourage you to apply online at www.execed.sasin.edu/applySEP2017

A COMPREHENSIVE CURRICULUM

SEP is inspired by a central concept: that the senior executive's greatest challenge is to align the enterprise's internal structure and resources for optimal competitive advantage against the external forces that influence the firm. To address this challenge, SEP delivers six courses that encompass the three concerns of management: the environment in which the organization operates; managerial functions; and the coordination between these two areas.

Managers' strategic concerns are explored in courses on **Leadership and Organizational Change and Leading Innovation**. These classes provide managers to create an innovation strategy, culture and mindset within the organization.

Three other courses are devoted to enhancing the effectiveness of managers. The state-of-the-art practice of **Competitive Marketing Strategies and Global Markets** examines the enterprise from the consumer's perspective. **Profitable Growth & Value Creation** considers the firm as an economic entity, and looks at its value with respect to external capital markets, lenders, stockholders, and international currencies. **Global Economic Environment** considers national economic policies, both domestic and international, and how these relate to managerial action.

The **Strategic Management** course combines internal and external perspectives and integrates them from the general manager's viewpoint. The general manager is responsible for positioning the firm in a way that is compatible with its resources, while simultaneously achieving the company's goals.

EXECUTIVE EDUCATION

Sasin Graduate Institute of Business Administration
of Chulalongkorn University
Sasa Patasala Building, 4th Floor
Phyathai Road, Bangkok 10330 Thailand
Tel: (+66) 2218 4004-8 Ext:164-167
Fax: (+66) 2216 1314
ExecutiveEducation@sasin.edu
www.execed.sasin.edu

The Sasin Graduate Institute of Business Administration of Chulalongkorn University reserves the right to change, without notice, any statement in this publication concerning, but not limited to, rules, policies, tuition fees and curricula.



**SENIOR
EXECUTIVE
PROGRAM
(SEP-31)**

EXECUTIVE EDUCATION | **2017**

August 20-September 2

Visit www.execed.sasin.edu for more information about this program and other programs of interest to you.

WHAT IS SEP?

Never before in history have so many businesses had to question their strategies, structures, cultures, and even their very purposes as in the past few years. Senior executives must revitalize their organizations to thrive in a world with unprecedented competitive challenges. To do so, they need to harness the latest management tools. After all, yesterday's success in a protected domestic marketplace will not meet the demands of today's global economy.

The Sasin Senior Executive Program (SEP) is founded on the knowledge that an enterprise's success is the result of a well-balanced combination of short-term operational efficiency and long-term competitive advantage. To achieve such success, organizations need executives who are masters of management's functional disciplines and who also can navigate today's volatile marketplace to win.

That's why Sasin created SEP. This intensive two-week residential program is conducted in English and designed to provide executives like you with the most modern, state-of-the-art knowledge and skills to advance your firm and propel your own success.

WHY MOST EXECUTIVES CHOOSE SEP

Participants turn to Sasin's SEP because they realize that they need fresh insights to fuel their continued professional growth. As they move up into more challenging and complex roles within their companies, they find that their basic expertise no longer is enough to give them a competitive edge. New managerial responsibilities demand more advanced knowledge. That's what Sasin delivers.

SEP participants bring a rich diversity of academic backgrounds and professional experiences into our classroom. They are ready to share what they have learned while learning even more from some of the world's preeminent thought leaders. Program graduates gain innovative ideas, effective analytical techniques, and tested methodologies that they can adapt and put to work right away in their organizations.

SEP gives you a powerful portfolio of benefits, including:

- A clear understanding of today's economic trends in local and global environments.
- The knowledge and skills to increase your organization's competitive performance.
- The insights and ability essential for strategic design and execution in a dynamic business arena.
- A broad, deep, and transformative understanding of executive functions.
- An excellent forum for sharing your experiences among executives from diverse businesses and industries.
- Lifelong network access that enriches your connections. You become part of a community of top global executives.
- Greater global perspective and strategic vision, qualities required to compete today and tomorrow.
- Personal, professional, and political skills to thrive in a cross-functional leadership role.

TOPICS

Leadership and Organizational Change

- Dynamics and influence of individual, group, and organizational behaviors
- Designing incentives to improve employees' job satisfaction
- Employee performance metrics
- Conflict management strategies
- The art and science of negotiation
- Organization development and modern approaches to change management
- Cultural context of organization behavior for international managers
- Environmental and technological impact on organization structure and design

Competitive Marketing Strategies and Global Markets

- The marketing environment and analysis of market opportunities, customer profiles, industry/competitor profiles, demand estimates and forecasts
- Marketing and contemporary change
- Marketing program planning and design, communications, distribution channels, pricing decision, and product/service concepts
- Relationships between business strategies and marketing program decisions

Leading Innovation

- The power of innovation and winning best practices
- Creating an innovation strategy
- Activating a systematic 7 - step innovation process
- Conducting real - world ethnographic research
- Uncovering customer needs and generating new solutions
- Managing cross - functional teams effectively
- How values and norms impact an innovation mindset
- Creating an innovation culture vision
- Unleashing the innovation leader within you
- Putting innovation into action - a 90-day action plan

Profitable Growth & Value Creation

- Evaluation of investment alternatives
- Risk hedging through available financial instruments
- Efficient financial management through major financial tools; capital budgeting, cash flow and capital structure analysis
- Derivative securities and risk management
- Mergers, acquisitions, leveraged buyouts, and other financial market developments

Global Economic Environment

- Evaluation of economic development's impact on the firm
- Economic integration of customer behavior and economic policies of domestic and foreign governments into business development
- Decision-making and planning under evolving economic conditions

Strategic Management

- Major elements of strategic management
- Role and process of internal appraisal, analysis of management and functions, assessment of resources
- External appraisal, forecasting, changing competitive and market dynamics, opportunities and threats
- Approaches to strategy formulation, goals, steps, and action plans
- Strategic management and executive decision-making

SENIOR EXECUTIVES PRAISE SEP

- **Mr. Nick Carsten Klaus Reitmeier (SEP-28, Class of 2014)**
Executive Vice President - Buying, Own Brands & Premium Format Development
Central Food Retail Co., Ltd.

"Thank you 'Sasin Team' for enhancing my knowledge in so many areas. I had an invaluable time at 'SEP-28'. You helped me to see my company's future strategic goals, as well as find new opportunities to improve myself to lead a stronger team. I now understand how important quality leadership is, in order to tackle the obstacles in this unpredictable business world. You encouraged me to better myself further to meet these new challenges. It is hard to describe your program. It really needs to be experienced. The network I have accessed to now and the friendships that I have made will last a long time."

- **Mr. Viroj Vithayaveroj (SEP-27, Class of 2013)**
Chairman and Managing Director
Philips Thailand Ltd.

"SEP not only strengthened our management skills but also broadened our horizon of the current world."