

**STANFORD-NUS EXECUTIVE PROGRAMME IN INTERNATIONAL MANAGEMENT**  
**AUGUST 15 -29 2009**  
**Week One**

	<b>Saturday August 15</b>	<b>Sunday August 16</b>	<b>Monday August 17</b>	<b>Tuesday August 18</b>	<b>Wednesday August 19</b>	<b>Thursday August 20</b>	<b>Friday August 21</b>	<b>Saturday August 22</b>
<b>8:00–8:30 am</b>			Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments
<b>8:30–9:30 am</b>			Group Study	Group Study	Group Study	Group Study	Group Study	Group Study
<b>9:30–10:45 am</b>		Value-Based Market Paradigms I <b>P. Shamdasani</b>	Strategic Frameworks <b>Kulwant Singh</b>	What's New in Leadership? <b>Audrey Chia</b>	Social Networks <b>G. Carroll</b>	Defining the Workplace <b>Audrey Chia</b>	Accounting Numbers & Capital Markets <b>Ho Yew Kee</b>	New Product Marketing & Brand Extension <b>P. Shamdasani</b>
<b>10:45–11:15 am</b>		Break	Break	Break	Break	Break	Break	Break
<b>11:15 am–12:30 pm</b>		Value-Based Market Paradigms II <b>P. Shamdasani</b>	Strategy for Success <b>Kulwant Singh</b>	Social Changes and Challenges to Organizations <b>Audrey Chia</b>	Organizational Identity & Authenticity <b>G. Carroll</b>	Leading Beyond the Organization <b>Audrey Chia</b>	Accounting Numbers & Cash Flow Statements <b>Ho Yew Kee</b>	Sharing Session by Delegates <b>Facilitators: G. Carroll &amp; P. Shamdasani</b>
<b>12:30–1:45 pm</b>		Lunch	Lunch	Lunch	<b>Lunch Talk – Mr Pratap Nambiar, Executive-in-Residence, NUS Business School</b>	Lunch	Lunch	
<b>1:45–2:45 pm</b>		Group Study	Group Study	Group Study	Group Study	Group Study	Group Study	
<b>2:45–4:00 pm</b>		Industry Analysis and Strategy <b>Jesper Sorensen</b>	Organizational Culture <b>G. Carroll</b>	Network Effects, Standards, and Competition <b>Jesper Sorensen</b>	Value Creation in the Service Economy & Branding the Service Experience <b>Jochen Wirtz</b>	Strategic Service Design <b>Jochen Wirtz</b>	Identity, Ethics & Strategy I <b>G. Carroll &amp; Kulwant Singh</b>	
<b>4:00–4:30 pm</b>		Break	Break	Break	Break	Break	Break	
<b>4:30–5:45 pm</b>		Competitive Interaction <b>Jesper Sorensen</b>	Organizational Architecture <b>G. Carroll</b>	The Logic of Diversification <b>Jesper Sorensen</b>	The Wheel of Loyalty <b>Jochen Wirtz</b>	Managing People for Service Advantage <b>Jochen Wirtz</b>	Identity, Ethics & Strategy II <b>G. Carroll &amp; Kulwant Singh</b>	
<b>6:30 pm</b>	<b>Opening Cocktail</b>		<b>Group Phototaking Session</b>	<b>Night Safari Visit</b>		<b>APB Company Visit + Happy Hour</b>		

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**Week Two**

	<b>Sunday August 23</b>	<b>Monday August 24</b>	<b>Tuesday August 25</b>	<b>Wednesday August 26</b>	<b>Thursday August 27</b>	<b>Friday August 28</b>	<b>Saturday August 29</b>
<b>8:00-8:30 am</b>		Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments	Light Refreshments
<b>8:30-9:30 am</b>		Group Study	Group Study	Group Study	Group Study	Group Study	Group Study
<b>9:30-10:45 am</b>		Marketing in Asia: Market Entry Challenge  <b>P. Shamdasani</b>	Management for Triple Bottom Lines - Financial, Environmental & Social Responsibilities <b>J. Whang</b>	Growth Strategies  <b>Kulwant Singh</b>	Decision Making  <b>Frank Flynn</b>	Real-Time Supply Chain II: Manufacturing & Distribution  <b>J. Whang</b>	Decommoditizing Through Branding  <b>P. Shamdasani</b>
<b>10:45-11:15 am</b>		Break	Break	Break	Break	Break	Break
<b>11:15 am- 12:30 pm</b>		Marketing in Asia: Disintermediation  <b>P. Shamdasani</b>	Story in Numbers - Earnings Management <b>Ho Yew Kee</b>	Strategy in Asia I  <b>Kulwant Singh</b>	Judging Talent  <b>Frank Flynn</b>	Negotiations  <b>Frank Flynn</b>	Building a Global Brand  <b>P. Shamdasani</b>
<b>12:30-1:45 pm</b>		Lunch	Lunch	Lunch	<b>Lunch Talk – Mr Vivek Chhabra, Regional Director, South Asia &amp; Director, Group Business Development, Asia Pacific Breweries</b>	Lunch	Lunch
<b>1:45-2:45 pm</b>		Group Study	Group Study	Group Study	Group Study	Group Study	
<b>2:45-4:00 pm</b>		Intro to Supply Chain Management  <b>J. Whang</b>	Story in Numbers - Valuation  <b>Ho Yew Kee</b>	Strategy in Asia II  <b>Kulwant Singh</b>	Motivation  <b>Frank Flynn</b>	Group Decision Making  <b>Frank Flynn</b>	
<b>4:00-4:30 pm</b>		Break	Break	Break	Break	Break	
<b>4:30-5:45 pm</b>		Risk & Crisis Management in Operations  <b>J. Whang</b>	Accounting Numbers and Executive Compensation <b>Ho Yew Kee</b>	<b>Company Visit</b>	Real-Time Supply Chain 1: Service  <b>J. Whang</b>	Networking & Social Influence  <b>Frank Flynn</b>	
<b>6:30 pm</b>				<b>Networking event</b>			<b>Closing Dinner</b>

