

GENERAL MANAGEMENT PROGRAMME



DURATION

10 Days + 0.5 days (^Optional Workshop)



FEES

S\$13,290* excluding GST+
S\$1,329 (^Optional Workshop)



LEADERSHIP LEVEL

Senior Management

BROADEN YOUR MANAGEMENT SKILLS

In today's dynamic business environment, learning about AI is essential for driving innovation, informed decision-making, risk management, talent attraction, and responsible AI use. As a senior leader, you need to be acutely aware of how your behaviour and decisions impact key stakeholders when transiting into general management.

Specially designed for the Asian business context, the General Management Programme (GMP) offers problem-solving toolkits for functional areas such as corporate strategy, marketing, human resources, finance, accounting and operations. Leveraging a powerful suite of tools, this programme will help you sharpen your analytical skills and enhance your business decisions.

CORE FOCUS

Strategic frameworks and thinking

- Formulation and execution of strategy
- Building capabilities to enhance and protect competitive advantage
- Harnessing AI strategically for informed decision-making

Marketing in Asia

- Understanding the Asian consumer
- Strategic marketing management

Strategic human resource management

- Leading organisational change and learning
- Power, leadership and managing talent

Strategic financial management

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

Operations management

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

Data Analytics

- Analytical tools for decision making
- Resource optimisation

KEY BENEFITS

- Understand how company strategy drives important functional choices
- Learn to implement problem-solving techniques across all functional areas
- Gain a deep understanding of the Asian business environment
- Learn to perform fundamental financial analysis
- Tap into the insights of senior participants from diverse industries and countries
- Understand how to apply AI and data analytics to enhance decision-making

WHO SHOULD ATTEND

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

APPLICATION PROCEDURE

Applications should be submitted online as early as possible, preferably at least two months before programme commencement.

Applications are reviewed by the Admissions Committee and placement on the programme is confirmed on a first-come, first-served basis, taking into account the applicant's profile.

PAST PARTICIPANTS INCLUDE

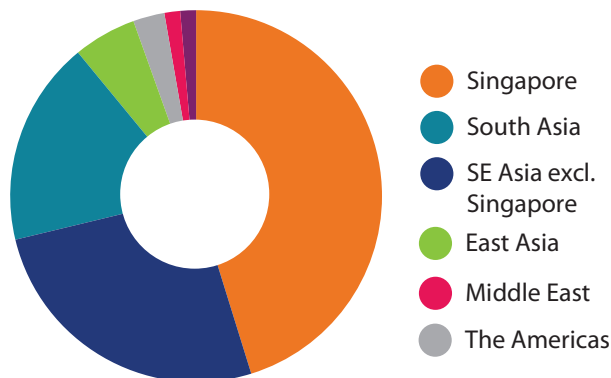
- Assistant CEO
- Assistant Director, Brand Development
- Assistant Director, HR
- Assistant Division Manager
- Assistant General Manager
- Assistant Vice President
- Branch Head
- Business Area Director
- Business Unit Manager
- Chief Dealer
- Commercial Director
- Country General Manager
- Deputy Director, Contracts
- Deputy Director, Policy & Strategic Planning
- Deputy Director, Production
- Deputy General Manager
- Deputy Managing Director
- Director (Corporate Communications)
- Director of Operations
- Director of Sales
- Divisional Engineer
- Divisional Manager
- Factory Director
- General Manager
- General Manager, Southeast Asia
- Head Engineer
- Head of Human Resources
- Head of Marketing
- Head of Procurement
- Managing Director
- Marketing Director
- Plant Manager
- Principal Engineer
- Regional Director
- Regional Manager
- Sales Chief
- Section Manager
- Senior Branch Manager
- Supply Chain Manager
- Vice President

PROGRAMME DIRECTOR



Lowe Joo Yong
Senior Lecturer,
Management & Organisation

PARTICIPANT DIVERSITY



TESTIMONIALS

"Overall programme was brilliant and excellent. With combination & synergy between the participants experience and university education make the session much fruitful. Looking forward for the next level advance management programme."

Shahrel Amir Mohd Rashid, Malaysia
Director of Gas Networks & Infrastructure
Gas Malaysia Distribution Sdn Bhd

"An excellent programme to help you learn and gain insight into the latest management trends and best practices. I also had the chance to learn from other participants from different industries and countries."

Lily Wongso, Indonesia
IT Advisor, Infrastructure & Operational
Management, Bank Central Asia

"The course offers relevant management topics such as leadership, marketing, operational excellence, finance etc., taught by qualified and renowned lecturers. The exercises and case studies are relevant and up-to-date. The programme gives a holistic view and there is bound to be something you can learn and improve on."

Lim Eng Leong, Singapore
Senior Manager
NTUC Fairprice Co-operative Limited

"The GMP is a wide-encompassing course that introduces and provides guidance on management issues to the up- and-coming leaders and managers. The approach is to raise awareness and provoke discussion and self-reflection. It has been a wonderful two weeks of learning from my peers who are leaders in such diverse industries."

Regine Oh, Singapore
Programme Manager
Defence Science & Technology Agency

^Optional Workshop: This additional session offers a deeper dive into AI capabilities, including AI and Machine Learning and delving into responsible use of AI by businesses. An additional charge of \$1,329.00 (excl. GST) applies.



*Price stated is correct at the time of printing and subject to change without notice.
*GST applies to individuals and Singapore registered companies.
Savings available for NUS alumni, early payments and team enrolments. For latest information and pricing, please visit our website:

exceed.nus.edu/gmp



ENQUIRIES

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