

STANFORD-NUS EXECUTIVE PROGRAMME IN INTERNATIONAL MANAGEMENT

GENERAL MANAGEMENT



DURATION

13 Days



FEES

US\$22,990.00* excluding GST
US\$25,059.10 with GST+



LEADERSHIP LEVEL

Top Management

REAL-WORLD STRATEGIES FOR GLOBAL BUSINESS

Held annually in Singapore, the Stanford–NUS Executive Programme in International Management presents a unique opportunity for leaders to immerse in the vibrant cultures of two of the world’s most respected institutions: one renowned for its iconoclastic approach to critical thinking and challenging assumptions; the other for its uncompromisingly high standards and academic rigour.

In two weeks of highly intensive sessions, you will augment your expertise with current insights and knowledge of global and Asian business. Taught by senior faculty from NUS Business School and the Stanford Graduate School of Business, you will gain a thorough grounding on recent developments in business management, strategy and leadership from both sides of the Pacific Rim.

LEARNING APPROACH

- Interactive lectures and class discussions, interspersed with group study sessions
- Course materials include case studies and the latest research by faculty from the two business schools
- Networking events and talks by prominent industry speakers and business leaders

KEY BENEFITS

- Acquire the latest concepts and insights on management strategy
- Improve analytical and behavioural skills, and ultimately enhance your leadership abilities
- Understand the differences in culture and management practices in the East and West
- Learn together with experienced leaders and peers from different industries and countries
- Enjoy NUS Business School Executive Education alumni status

WHO SHOULD ATTEND

Senior executives with at least eight years of significant managerial experience, who have interest in management theory and practices in an international context, including:

- Senior executives responsible for driving business internationally and in the Pacific Rim
- Senior executives of international companies that have joint ventures with Asian partners, or with Asian responsibilities



PAST PARTICIPANTS INCLUDE

- Business Strategy Director, APAC
- Chief Commercial Officer
- Chief Executive Officer
- Chief Financial Officer
- Chief Manager
- Chief Strategy Officer
- Chief Supply Officer
- Commander
- Deputy Commander
- Deputy Division Head (Internal Audit)
- Deputy President
- Deputy General Manager of Corporate Planning Division
- Director General, Defence Force Recruiting
- Director of Cybersecurity
- Director, APAC Head of Business Consulting
- Director, Direct Assets Management
- Director, Global Marketing & Sales
- Vice President
- Executive Director, Head of Business Development
- Executive Director, Project Management
- General Manager, Marketing Strategy
- Head of Department
- Head of Group, Legal
- Head Supply Chain, India, South East Asia & Australia
- Managing Director, APAC
- Managing Partner
- President Director
- Projection and Sustainment Capability Lead
- Regional Co-ordinating Magistrate
- Regional Head of Compliance & Financial Crime
- Senior Vice President, Strategy & Innovation
- Vice President, Global Information Technology

CORE FOCUS

Leadership and change

- Cultural intelligence and global leadership
- Managing global teams
- Leading in the age of AI

Strategy and execution

- Strategy, social responsibility and the business environment
- Strategic negotiations
- Intellectual Property Issues in Employment – ownership, misappropriation, and infringement

Organisational design and behaviour

- Organisational architecture and culture
- Organisational identity and authenticity
- Corporate Governance and Sustainability

Strategic Marketing and Brand Management

- Customer centricity: Value-Based Marketing
- External Brand Alignment: Sustainable Market Leadership
- Internal Brand Alignment: Sustainable Market Leadership

Innovation, Product and Operations Management

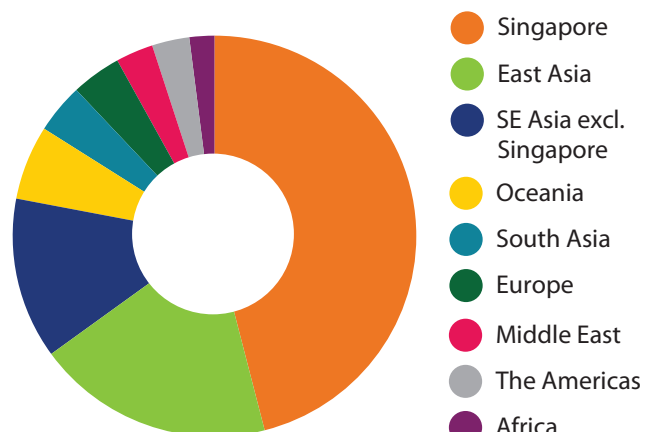
- Product Strategy and Management
- Operations and Technology
- Innovation and Entrepreneurship

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 places on the programme are confirmed on a first-come, first-served basis, taking into account the applicant's profile.

PARTICIPANT DIVERSITY



ORGANISATIONS OF PAST PARTICIPANTS INCLUDE

- Bank of America Merrill Lynch
- Chartered Accountants Australia and New Zealand
- Cisco Systems
- Development Bank of Japan
- DHL Global Forwarding
- Ernst & Young
- Foreign Affairs Bureau
- Gallo Worldwide
- Genting Singapore
- Health Sciences Authority
- Hewlett-Packard
- IBM
- Kuwait Oil Company
- Magistrates Court of Victoria
- Microsoft
- Ministry of Defense, France
- National Bank of Abu Dhabi
- National Environment Agency
- NEC Corporation
- Novozymes
- Orca Limited
- Philips
- Rabobank
- Royal Australian Air Force
- Royal New Zealand Air Force
- Salesforce
- Shell International
- ST Aerospace Engines
- ST Electronics (Info-Comm Systems)
- Sumitomo Corporation
- Suntory Garuda Beverage
- Tan Tock Seng Hospital
- Thai Beverage Public Company Limited
- The Norinchukin Bank
- Tokio Marine Holdings
- US Army
- XM Asia Pacific

PROGRAMME CO-DIRECTORS



Glenn R. Carroll

The Adams Distinguished Professor of Management

Stanford

Glenn grew up in Indiana and attended Indiana University, followed by Stanford University, where he received his doctorate. He has been on the faculties of Brown University, the University of California, Berkeley, Columbia University and Stanford University.

He has visited many universities and institutes outside the United States, including the Max Planck Institute for Human Development in Berlin, Hong Kong University of Science and Technology, and the National University of Singapore. He has taught executives from many corporations, large and small.



Seungjin Whang

The Jagdeep and Roshni Singh Professor of Operations, Information and Technology

Stanford

Seungjin is the Jagdeep and Roshni Singh Professor of Operations, Information and Technology, Stanford Graduate School of Business. He holds a Bachelor of Engineering from Seoul National University in Korea, and received a Master of Arts, Master of Science and PhD from the University of Rochester.

He has been on the faculty of the Stanford Graduate School of Business since 1987. His research interests include supply chain management and economics of information technology.



Prem Shamdasani

Associate Professor, Marketing
Academic Director, The NUS Executive MBA

NUS

Prem has received numerous commendations and awards for teaching excellence. He is also very active in executive development and training, and has worked with more than 80 companies globally. His research and teaching interests include brand management, new product marketing, retail strategy, relationship marketing, and cross-cultural consumer behaviour.

He holds a Bachelor of Business Administration degree with first class honours from the National University of Singapore, and received his PhD from the University of Southern California.

TESTIMONIALS

"The Stanford-NUS Executive Programme in International Management brings together the very best of Silicon Valley from Stanford, and the deep knowledge of Asian markets from NUS. The discussions were both invigorating and insightful. I've become a better person and a better leader after this experience."

João Cadamuro Junior, Brazil
Managing Director
Bematech Asia

"A lot of key takeaways from the course content that are very relevant and applicable for the management today. A very good primer to "kick-start" positive changes within an organisation."

Jonathan Ooi, Singapore
Director
Singapore Power Ltd

"The Stanford-NUS Executive Programme was outstanding and a tremendous value, both personally and professionally. The quality of professors, course materials and instruction were all world class. The mix of international students from all industries and government leadership positions infused great insight from the participants as well as instructors. I would strongly recommend this course to anyone who is currently doing business in Asia Pacific and those who would compete with industries from that region. The lessons are timely and relevant to the economics of our time. I can't imagine a better course for international managers and leaders."

Lee Singleton, United States
Deputy Chief of Staff for Logistics, Fleet Supply and Ordnance
U.S. Pacific Fleet

"This was absolutely the best class I've had in a long time. It was structured perfectly and flowed perfectly. I learnt additional things in various areas such as marketing, finance and supply chain. I would highly recommend the course to anyone at the senior level who wants to enrich their business knowledge."

Arif Rinaldi, Indonesia
General Manager
PT Medco E&P Indonesia

"Wonderful and unique course that is not available elsewhere in Asia, combining the global expertise and cutting edge theories from Stanford and the deep knowledge of local markets and companies from NUS. It is a perfect combination that gives practical and real world application and learnings for Asian executive leaders. Recommend it wholeheartedly to any senior management leaders."

Samuel Rhee, South Korea
CEO/CIO
Morgan Stanley Investment Management

STANFORD GRADUATE
BUSINESS SCHOOL OF
Executive
Education



The Stanford Graduate School of Business began its first executive education programme in 1952. Recognised as one of the world's top schools of management, the faculty works with leading companies around the globe to establish innovative, leading-edge management practices.

Established in 1965, National University of Singapore (NUS) Business School is known for providing management thought leadership from an Asian perspective, enabling its students and corporate partners to leverage global knowledge and Asian insights.



*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:

execed.nus.edu/stanford



ENQUIRIES

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