



BERKELEY

NANYANG

**ADVANCED
MANAGEMENT
PROGRAM**

**University of California,
Berkeley**

UC Berkeley's academic departments consistently rank among the top five in the USA. The faculty, renowned for both teaching and scholarship, includes eight Nobel Laureates and 19 MacArthur Fellows. Haas School of Business is one of the world's leading producers of new ideas and knowledge for all areas of business, and a launching point for many new businesses. The school's programs benefit significantly from the university's practice of interdisciplinary research and teaching, and the school's strong connections to nearby Silicon Valley.

**Nanyang Technological
University (NTU)**

Nanyang Technological University is one of Asia's most reputable universities. With a 29,000 student population and 1,500 world-class faculty, the university is known for its research excellence and industry relevance. The Times of London Higher Education Supplement, in its ranking of the 200 best universities in the world, ranked the University 50th and 7th globally and in Asia respectively. The Nanyang Business School's (NBS) flagship MBA Program is ranked #1 in Singapore and #27 worldwide, according to the 2010 Financial Times' ranking of the World's 100 MBA programs. NBS is the first Singapore Business School to achieve both AACSB International and EQUIS accreditations. These are the top business school accreditation agencies from the USA and Europe.

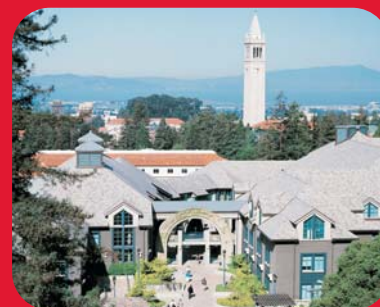


The Berkeley-Nanyang Advanced Management Program (BNAMP) is a joint initiative between the Haas School of Business, University of California, Berkeley, USA (UC Berkeley) and Nanyang Business School, Nanyang Technological University, Singapore (NBS, NTU). Held annually, this four-week full-time residential program comprises of two-week segments each in UC Berkeley and in NTU.

The Berkeley-Nanyang collaboration provides a vehicle for combining the best faculty, teaching expertise and research-based knowledge from each university. Participants will benefit by learning from internationally renowned faculty members and from fellow classmates of diverse backgrounds. Learning from one's peers is a critical development opportunity for executives, professionals, entrepreneurs and consultants. The opportunities to discuss their business world and validate practices will be an invaluable networking opportunity for the participants.



NTU, Singapore / India
Last Two Weeks in September / November



UC Berkeley, USA
First Two Weeks in March

*please refer to our website for exact program dates.

"The Berkeley-Nanyang Advanced Management Program brings together two premier business schools with extensive connections to Silicon Valley and rapidly growing Asian economies. The unique modules focus on innovation, entrepreneurship, critical leadership issues of cultural intelligence as well as analysis of Chinese classics like Sun Zi Bingfa to better appreciate modern business strategies. The innovative curriculum will provide business leaders with key insights for developing sustainable advantages in global and culturally diverse organizations."

Nilanjan Sen, PhD, CFA

*Co-Director, Berkeley-Nanyang Advanced Management Program
Associate Dean, Nanyang Executive Education
Director, Nanyang Executive MBA & Nanyang Fellows Programs*

"We are very excited about this collaboration. This integrative program provides ambitious entrepreneurs and senior managers a world-class management education by full-time senior faculty members at the Haas School of Business and Nanyang Business School. This is one of Haas' flagship programs in advanced management.

In addition, the participants will visit world-class companies like Google and INTEL to learn about their formula for success and how they maintain their leadership in their respective industry. We also engage the participants in high-level dialogues with CEOs of leading companies in order to expose the participants to the latest management practices."

Teck H. Ho, PhD

*Co-Director, Berkeley-Nanyang Advanced Management Program
William Halford Jr. Family Professor of Marketing
Chair, Marketing Group
Director, Asia Business Center*

One of the leading executive programs,
but don't just hear from us...

"The best "East-Meet-West" management
program – insightful, intriguing and
practical."

Lian Tian Tse

*Asst. Director
Defence Science & Technology Agency,
Singapore*

"This program makes
me gear up to the
demands of changing
corporate landscape
in Asia and in
particular, India."

B. Ravi Kumar

*Senior Vice-President
(Finance & Corporate Affairs)
Venture Infotek Global Pte Ltd, India*

"The segment in
UC Berkeley has
provided me with a
benchmark on
quality education and
I now appreciate and
treasure my association
with NBS even more."

Willie Wong

*Chairman & Managing Director
Frontken Corporation, Singapore
EMBA Alumni*

"Excellent out-of-the-box learning across
multiple industries. Benefitted from the exchange
of ideas with different participants. Quality of presentation
by the faculty was of a very high standard. Insights to our work,
lessons and applications, is significant. Faculty was always present to
provide formal and informal learning."

Dr Thomas WK Lew

*Asst. Chairman Medical Board (Clinical Development)
Tan Tock Seng Hospital, Singapore*

"The India segment was very different from many other management courses which I have attended. This was much more relevant for India leadership, Indian philosophy and culture. The content and teaching methodology was fresh and new. I could apply many aspects immediately in my business."

Suresh Bansal

*Executive Director
DTDC Courier & Cargo Ltd, India*

"AMP is very good. I would like to have programs like this in Vietnam."

Dr Nguyen Tien Dzung

*CEO & Chairman of Management Board
Gami Group, Vietnam*

PROGRAM FACULTY

Led by internationally renowned faculty members from Haas and NBS, the Berkeley-Nanyang AMP gives you the unique opportunity to learn from some of the world's leading authorities in business.



THE PROGRAM DIRECTORS



Nilanjan was a faculty member at Arizona State University prior to joining NTU, Singapore. He has published extensively in academic as well as practitioner journals and currently teaches mergers and acquisitions and international finance. Nilanjan has conducted training programs for several corporations, banks and government agencies, was the chief examiner for Certified Investment and Security Analyst Institute (CISA), Thailand, and has worked with several USA-based preparatory programs for CFA examinations. He currently conducts executive training programs for Cornell-NTU Institute as well as the CFA review programs for the FTC Kaplan. In 2004, Nilanjan received the Researcher of the Year award from the School of Global Management and Leadership, Arizona State University, and Best Teacher award from the Division of Banking and Finance, Nanyang Business School. He is also the recipient of the Teacher of the Year award in the MSc Financial Engineering Program for 2006 and 2008.

Nilanjan Sen, PhD, CFA
Co-Director, Berkeley-Nanyang Advanced Management Program
Associate Dean, Nanyang Executive Education
Director, Nanyang Executive MBA & Nanyang Fellows Programs

"Overall this program is a great success. The faculty is excellent and the program is very much relevant for my professional development."

Michael Branham
General Manager
Four Seasons Hotel Tokyo at Marunouchi, Japan



Throughout his career in education, Rashi's teaching excellence has won him several awards, including twice as the Best Teacher of the Year at Haas. The founding Co-Editor of the Journal of Interactive Marketing and an Associate Editor of Management Science, he has written articles for leading marketing publications and also co-authored several books. Besides consulting for and

conducting executive education programs for leading companies such as Agilent, AT&T, Hewlett, IBM, Intel, Levi Strauss, Mitsubishi, Motorola, SUN Microsystems, Time Inc., and Visa, he has founded his own communications company specializing in innovative applications of video technology.

Rashi H. Glazer, PhD

Co-Director, Berkeley-Nanyang Advanced Management Program

Co-Director, Berkeley Center for Marketing & Technology

Director, Berkeley Portfolio Marketing Management

Executive Education Programs



Teck Ho's professional leadership includes roles as Associate Editor of Management Science, Associate Editor of IEEE Transactions on Engineering Management, and Editorial Board member of Manufacturing and Service Operations Management and Quantitative Marketing and Economics. His most recent consulting service has been in the area of new product and technology strategy development for Campbell Soups, Ingersoll-Rand, INTEL, HP, Iqine, and Boeing.

Current research areas include pricing, customer value analysis, marketing/manufacturing coordination, retail management, and experimental economics. Teck Ho has published extensively in various areas of marketing and technology management and has been awarded several research grants by the National Science Foundation for his innovative research in competitive strategy. In recognition of his teaching excellence, he has won numerous awards including the Deloitte and Touche Best Advisor Award for Management Field Study and the Cheit Teaching Award (Honorable Mention).

Teck H. Ho, PhD

Co-Director, Berkeley-Nanyang Advanced Management Program

William Halford Jr. Family Professor of Marketing

Chair, Marketing Group

Director, Asia Business Center

Some of the Instructors in the Program include:



Chow-Hou Wee is a Professor and Head of the Division of Marketing & International Business at the Nanyang Business School. He is also the Chairman of Nanyang Executive Education and a Honorary Professor at the Faculty of Management, Xiamen University (China). Prior to joining NTU, he was Professor of Business Policy (since 1995), Dean of the Faculty of Business Administration and Director of the Graduate School of Business from 1990 to 1999 at the National University of Singapore (NUS). He was also the Co-Director of the Stanford-NUS Program from 1998 to 2001. Chow-Hou has consulted/conducted executive training for over 170 major organizations in Asia, North America and Europe, including Fortune 500 companies and other major corporations such as Hewlett Packard, Nokia, Royal Dutch Telecom, Jardine Fleming, Shangri-la, Sino Group, Northern Telecom, NEC, Sun International, Singapore Airlines, IBM, Singapore Telecoms, Taiwan Semiconductor Manufacturing Company (TSMC), Motorola Corporation, Dell Computers. He is currently a Board Director of several publicly listed companies in Singapore. He has over 220 publications in various international, regional and local journals and proceedings. Currently, he is a member of the editorial board of the Thunderbird International Business Review (USA), and the Sun Yat-Sen Management Review (Taiwan). He received his BBA(Hons) from the University of Singapore and both his MBA and PhD from the University of Western Ontario, Canada.



Ganesh Iyer is the Edgar F. Kaiser Professor of Business Administration and also the Acting Associate Dean for Academic Affairs at the Haas School of Business. He received his PhD in marketing from the University of Toronto. Ganesh's current research interests are in the areas of competitive marketing strategy, coordination and contractual issues in distribution channels, marketing information and its effects, internet institutions and competition, bounded rationality and marketing strategy. He has won many awards for his research and has published extensively in international journals.



Sara Beckman teaches new product development, manufacturing and operations management at the Haas School of Business. In nearly fifteen years at Haas, she has developed, institutionalized and directed the School's Management of Technology Program, initiated new courses on design, entrepreneurship in biotechnology, and new product development, won three awards from MBA students for excellence in teaching, and received the Berkeley campus Distinguished Teaching Award. Sara has also taught for Stanford University's Department of Industrial Engineering and Engineering Management, and has been a visiting faculty member at MIT in both 1994 and 1999 where she taught in the Leaders for Manufacturing Program. She also teaches regularly in Pepperdine University's Masters in Science and Technology Management program. Prior to and concurrent with her involvement at Haas, Sara worked for the Hewlett-Packard Company, most recently as Director of the Product Generation Change Management Team. This group was responsible for supporting strategic decision-making, workforce planning and design, manufacturing education and training, and environmental, health and safety management throughout the company. She also managed the corporate-wide Surface Mount Technology program that was responsible for the rollout of new, standard board assembly processes at HP.



Joo-Seng Tan is Associate Professor of Management at the Nanyang Business School. He is the founding Program Director at the Center for Cultural Intelligence, the world's first research center devoted to the research and development of cultural intelligence. He is one of the world's leading practitioners, being among the first to develop and conduct corporate training programs based on cultural intelligence. His expertise on cultural intelligence, global leadership, cross-cultural communication and negotiation is highly sought after by many leading global companies. He has been interviewed and profiled in many leading business publications in the Asia-Pacific region. He is regularly invited to be a guest speaker by different organizations in North America and Asia.

TYPICAL CLASS SCHEDULE

The program offers the latest knowledge and skills required for management success in an intensive modular format. Business leaders and executives with high leadership potential will benefit from the program.

TIME

08.30am	to	09.00am	Light Breakfast
09.00am	to	10.15am	Session I
10.15am	to	10.45am	Break
10.45am	to	12.00nn	Session II
12.00nn	to	01.00pm	Lunch
01.00pm	to	02.00pm	Group Discussion/Study
02.00pm	to	03.15pm	Session III
03.15pm	to	03.45pm	Break
03.45pm	to	05.00pm	Session IV/Site Visit
05.00pm	to	07.00pm*	Yoga/Group Study
07.00pm	to	09.00pm*	Dinner Talks

**for selected evenings*

PROGRAM FEE

The total program fee is SGD\$30,000 per participant (excludes prevailing taxes). It covers tuition, most teaching materials and meals when classes are in session. All other expenses, including accommodation, travel and personal expenses will be borne by the participant.

Qualifying Small and Medium Enterprises (SMEs) in Singapore will be considered for funding support from SPRING Singapore. Please refer to www.spring.gov.sg/amp for more details.

PROGRAM STRUCTURE

The program comprises four courses. Each course, to be completed in one week, is equivalent to a rigorous 36 hours of class contact hours. Participants have the option to either complete the program:

- 1) in Singapore and USA; or
- 2) in India and USA

Courses Taught by NTU Faculty (in Singapore and India)

- Asian Leadership
- Cultural Intelligence & the Globalized Workplace

Courses Taught by UC Berkeley Faculty (in USA)

- Customer-Centric Growth Strategies
- Innovation & Entrepreneurship

The Berkeley-Nanyang AMP provides participants a direct pathway to earn the Nanyang Executive MBA Degree. Participants who complete the Berkeley-Nanyang AMP and who meet the entry requirements for the Nanyang EMBA Program will be awarded academic credits toward the Degree.

"I joined the program with a limited objective of gaining some insights for my research in leadership. The outcome has far exceeded my expectations. This is education in the true sense. Not just information but new attitudes, perspectives and understanding as well."

RAdm VS Chaudhari
Indian Navy, India



WHO SHOULD ATTEND

This program is designed for experienced executives who are high achievers, currently holding, or have the potential to hold, leadership positions. We seek a diverse class from across different professions and cultures so that our participants will maximize their learning.

Participants should preferably have

- Minimum of 8 years of work experience, with significant managerial responsibilities
- Proficiency in English
- Company sponsorship is encouraged

"I attended the program in Gurgaon, India. It was a great learning experience for me as the quality of faculty and program content was very high. What made the program all the more enriching was the focus on real-life scenarios and the thrust on the participants to develop new insights. The sessions on cultural intelligence, coupled with insights on ancient Chinese philosophy, brought out the best of management practices of the East and the West. I also appreciated the effort towards creating a diverse group which enabled us to learn from the varied experience that each participant had to offer. All in all, an excellent program. I would have no hesitation in recommending it to senior executives from private or public institutions to reinvigorate their perspectives."

Mohan Khanna
General Manager
NASSCOM, India

“Opportunities multiply
as they are seized.”

Sun Tzu

For enquiries on the program and application process, please contact:
Annie, phone: +65 6514 8376 or Ramona, phone: +65 6592 2407
Email: amp@ntu.edu.sg

Download the application form or apply online at
www.execed.ntu.edu.sg