



**NUS**  
National University  
of Singapore

**NUS**  
BUSINESS  
SCHOOL



**ISB** | Executive  
Education

---

# ISB-NUS GENERAL MANAGEMENT PROGRAMME FOR ASIA

---

## PHASE 1

JANUARY 04 - 09, 2019  
ISB, HYDERABAD CAMPUS,  
INDIA

## PHASE 2

FEBRUARY 18 - 22, 2019  
NUS BUSINESS SCHOOL,  
SINGAPORE

Asia has emerged as a promising region for business opportunities and international cooperation – with its sizeable consumer market and entrepreneurial drive. There is immense scope for leaders to discover mutual synergies, penetrate markets across borders, accelerate a culture of innovation across the continent and learn from each other's diverse and competitive business contexts. This programme acts as a catalyst to accelerate leadership potential, while helping participants recognise prospects for organisational growth in the Asian business context.



---

**“The ISB GMP programme is precise in content and mixed well with some practice sessions. Great faculty and professors who connect research with practical business problems”.**

**- Mudit Mehrish, Deputy CIO, Bajaj Finance Limited**

A man in a dark suit and light blue shirt is seen from the back, addressing a large, blurred audience in a lecture hall. A laptop and a microphone are visible on the desk in front of him.

# GLOBAL. INTENSIVE. EXPERIENTIAL.

Designed by two of Asia's top B-Schools - the National University of Singapore and the Indian School of Business, this programme's curriculum and pedagogy stand at the cutting-edge of executive education. You will enhance your strategic thinking, leadership instincts, innovation methodologies and financial perspectives through intensive classroom sessions, case study discussions and a range of experiential activities.

Learning across the Indian and Singaporean contexts will further help executives broaden their horizons, both personally and professionally.

**"The blend of international faculty and the experience of learning is a big differential for ISB in executive education".**

*Vikram Shah, Director -  
Product Management,  
Graduate Management  
Admission Council*

# A DYNAMIC PEDAGOGY

This programme is built on a diverse range of learning approaches. The interactive and immersive sessions will help participants focus on their own leadership style, while learning from the experiences of their peers. Participants will be exposed to:

- Group business simulations
- Role-playing activities
- Personal goal mapping
- Peer reviews
- Personal reflection exercises
- Behavioural experiments
- Strategic thinking game experiments
- Blue ocean strategy discussions
- Field visit to understand organisational transformation

## Modules explored

The programme is divided into two phases, across ISB and NUS. Here's a brief overview of topics covered during both phases:

Phase 1: ISB	Phase 2: NUS
<ul style="list-style-type: none"><li>• Leadership in the midst of complexity</li><li>• Personal leadership effectiveness</li><li>• Strategic marketing and customer value creation</li><li>• Maximising customer engagement</li><li>• Identifying opportunities for growth</li><li>• Value creation through finance</li></ul>	<ul style="list-style-type: none"><li>• Organisational transformation &amp; change management</li><li>• Strategic thinking, strategy implementation &amp; innovation</li><li>• Customer retention &amp; competitive advantage</li><li>• Behavioural economics</li><li>• Introduction to big data analytics &amp; game theory</li></ul>



# Skills gained to sharpen your competitive edge

- An enhanced ability to create, implement, and measure customer-based strategies anchored in 'value' and the strengthening of your brand
- Frameworks for leadership that drive innovation, inspiration and are apt for the Asian context
- The flexibility to explore new business models for your organisations and the agility to apply ideas that seem to fit your current and future needs
- Self-awareness to develop your personal leadership goals, principles and values.
- Financial and strategic perspectives, to align your organisation to profitable growth plans
- The foundations to transition from a local-player to a pan-Asian player, with internationally competitive skills

## Who should attend?

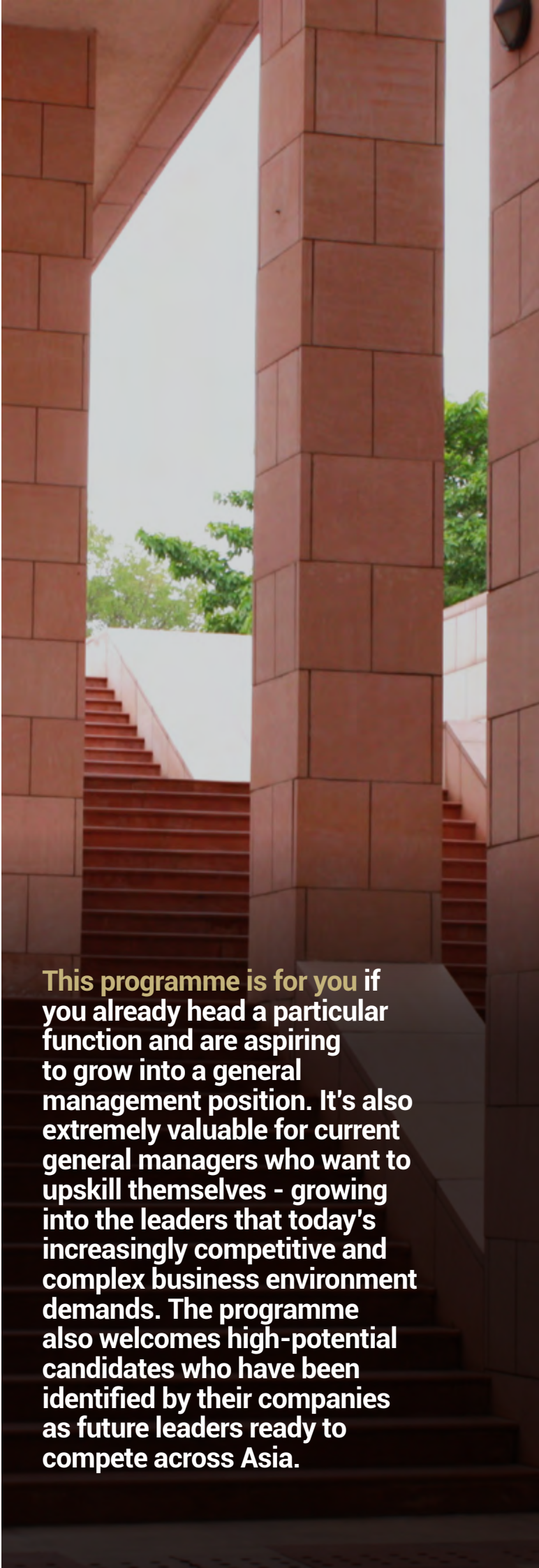
Business managers who are between passages four and five of the leadership pipelines, across all functions of the organisation.

---

## Levels

**MID TO SENIOR LEADERSHIP**

---



**This programme is for you if you already head a particular function and are aspiring to grow into a general management position. It's also extremely valuable for current general managers who want to upskill themselves - growing into the leaders that today's increasingly competitive and complex business environment demands. The programme also welcomes high-potential candidates who have been identified by their companies as future leaders ready to compete across Asia.**

# Your leadership journey: The overarching themes

The modules that form the building blocks of this course add up to four primary pillars that impact who you are as a leader and how you will impact your organisation.

---

## Leadership Development

---

Through the course of this programme you will engage in activities and simulations that will help you better craft your personal leadership goals, principles, and values - harmonising them with the demands of today's business environment. As you reflect on your own leadership style, you will explore how you as a leader impact the purpose, people, and processes of your organisation, to thrive through complexity and change.

---

## Marketing Strategy & Strategy Execution

---

Your organisation's performance is largely driven by the strategic decisions and roadmap that you, as the organisation's leader, define for it. This programme will give you frameworks and tools to enhance your competence as a strategic thinker by helping you evaluate how efficiently you have aligned marketing, customer value creation, engagement strategies, employee satisfaction, organisational performance, competitive advantage and various other business factors, with your business objectives and vision.

---

## Building a Culture of Innovation

---

To remain at the cutting-edge of industry it's critical to innovate – not just with one's product line, but also introduce creative problem-solving into business process efficiency, designing more effective marketing strategies, or introducing better ways to keep employees inspired at work. Innovation can interlace every function in an organisation, especially when it starts at the top. The most innovative leaders sustain an empowered, entrepreneurial, and innovative work culture. They incorporate emerging technologies, data, actionable intelligence, and current trends to keep their organisations at the forefront of their competitive circles.

---

## Embracing the Financial Lens

---

Ideas, strategies, innovations, mergers, investments, etc., are eventually judged by the impact they have on the success of an organisation. This programme will help you strengthen your ability to assess opportunities through a financial lens, and incorporate these opportunities into plans for profitable growth.



# World-class faculty



**Olivier Tabatoni**

is a Visiting Professor of Finance and Strategy at Indian School of Business



**Ed Rogers**

is an Assistant Professor of Strategic Management and Entrepreneurship, Organisational Behaviour



**V Kumar**

is a Regents Professor, Richard and Susan Lenny Distinguished Chair & Professor of Marketing at the Georgia State University



**Ishtiaq Pasha Mahmood**

is an Associate Professor Strategy & Policy, National University of Singapore



**Christopher Chia**

is Professor Analytics & Operations, National University of Singapore



**Jo Seung-Gyu**


is a Visiting Senior Fellow Strategy & Policy, National University of Singapore



**Prasanta Bhattacharya**


is a Research Scientist at the Department of Social and Cognitive Computing, Institute of High Performance Computing, Singapore





**The Indian School of Business** evolved from the need for a world-class business school in Asia. The founders - some of the best minds from the corporate and academic worlds - visualised the leadership needs of the emerging Asian economies. They recognised that the rapidly changing business landscape would require young leaders with an understanding of the evolving economies but also with a global perspective. The ISB is committed to its role in creating such leaders through its innovative programmes, outstanding faculty and thought leadership.





**National University of Singapore (NUS) Business School** was established in 1965. It's known for providing management thought leadership from an Asian perspective, enabling its students and corporate partners to leverage global knowledge and Asian insights. The Business School has a diverse faculty, from over 25 countries, that impart a dynamic richness to the classroom environment.

SS SCHOOL  
BUILDING

Welcome to  
the future of  
business



# Programme Details

Phase 1	Phase 2
ISB, Hyderabad Campus, India  January 04 (9.00 am) - 09 (5.00 pm), 2019	NUS Business School, Singapore  February 18 (8.30 am) - 22 (5.30 pm), 2019
Fee includes food & accommodation at the ISB Campus or an equivalent facility based on availability.	Fee includes food & accommodation (excluding dinner) at the NUS Campus or an equivalent facility based on availability.
Fee: INR 6,50,000 plus GST @ 18%	
Travel, visa charges and airfare are not included in the fee.	

## How to apply

Download the application form at [www.isb.edu/cee/apply](http://www.isb.edu/cee/apply) and follow the mailing instructions mentioned therein (or)

Write to us at [execed@isb.edu](mailto:execed@isb.edu) (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit [www.isb.edu/cee/ISBNUSGMPAsia](http://www.isb.edu/cee/ISBNUSGMPAsia)



## Indian School of Business, Hyderabad | Mohali

Marketing Services, Centre for Executive Education  
Gachibowli, Hyderabad - 500 111, Telangana, India.

---

P : +91 40 2300 7041/42

F : +91 40 2300 7040

E : [execed@isb.edu](mailto:execed@isb.edu) | [www.isb.edu/cee](http://www.isb.edu/cee)

[facebook.com/isbcee](https://facebook.com/isbcee)

[twitter.com/isb\\_cee](https://twitter.com/isb_cee)

[linkedin.com/company/isb\\_cee](https://linkedin.com/company/isb_cee)

---

Corporate Identity Number: U80100TG1997NPL036631

---

[CLICK HERE](#)

to discover the benefits of being a part of the vibrant CEE Alumni community.