

# 2022 Program Schedule

## List of Courses by Titles, Dates, Track offered in 2022

No.	Program Title	Faculty	Program Dates	Registration Fee	Track
1	<b>Leading Organizations and Change</b> Understanding the Psychology of Organizational change	Prof. Michael Frese	<b>21 &amp; 22 February</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
2	<b>Digital Transformation Executive Program</b> Going Beyond Technology to Transforming People, Culture, and Strategy	Prof. Loredana Padurean	<b>28 February &amp; 1 March</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
3	<b>Managing Culture to Prevent Misconduct</b>	Elsa Satkunasingam	<b>7 &amp; 8 March</b> 2 half days (Full Online)	RM1,500	Corporate Governance
4	<b>Leading Self and Others</b> Becoming a 360 Degree Leader	Muhammad Sabri Md. Rawi	<b>23 &amp; 24 March</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
5	<b>The SMART Executive Program</b> The Job Is Easy, the People Are Not	Prof. Loredana Padurean	<b>20 &amp; 21 April</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
6	<b>Navigating Political Dynamics in International Business</b> Understand the Forces Affecting Global Growth	Prof. Renato Lima-de-Oliveira	<b>25 &amp; 27 April</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
7	<b>Managing Performance</b> How to Maximize Team Performance in a Hybrid World	Muhammad Sabri Md. Rawi	<b>11 &amp; 12 May</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
8	<b>Emerging Leaders</b> Leading with AI (Adaptability Intelligence)	Muhammad Sabri Md. Rawi & Dr. Thun Thamrongnawasawat	<b>1<sup>st</sup> Run : 23 to 26 May</b> <b>2<sup>nd</sup> Run : 31 Oct - 3 Nov</b>	RM18,000/ USD4,620	Signature Program
9	<b>Digital Currencies</b>	Prof. Anella Munro & Prof. Ong Shien Jin	<b>30 &amp; 31 May</b> 2 half days (Hybrid)	RM3,000/ USD770	Finance & Central Banking
10	<b>Strategic Intrapreneurship</b> A Roadmap for Business Evolution	Prof. Loredana Padurean	<b>1 &amp; 2 June</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
11	<b>Managing Teams for High Performance</b> Unlocking Potential to Drive Results	Muhammad Sabri Md. Rawi	<b>8 &amp; 9 June</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
12	<b>Managing by Freedom Within the Framework</b> Harnessing Discipline and Empowerment in a Hybrid World	Dr. Thun Thamrongnawasawat	<b>22 &amp; 23 June</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
13	<b>Negotiating for Success</b> The Art of Influencing Through Empathy and Other SMART Skills	Muhammad Sabri Md. Rawi	<b>4 &amp; 5 July</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship

\*subject to change\*

\*The two day OE courses will be delivered virtually and in person (to the extent that government COVID-19 policies permit)\*



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14	<b>Digital in Action</b> 6 Hacks for Optimized Digital Marketing	Prof. Willem Smit	<b>19 &amp; 21 July</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
15	<b>Strategic Management</b> Essential Skills for Leaders and Managers	Prof. Lawrence Abeln	<b>25 &amp; 26 July 6 &amp; 7 December</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
16	<b>Leading Leaders for Strategic Innovation</b> Create breakthrough performance by infusing innovation strategy with leadership capability	Prof. Charles Fine Prof. Loredana Padurean Dr. Thun Thamrongnawasawat Prof. Renato-de-Oliveira Muhammad Sabri Md Rawi	<b>24 - 29 July</b>	RM30,000/ USD7,700	Signature Program
17	<b>Strategic Supply Chain</b>	Prof. Shardul Phadnis	<b>1 &amp; 2 August</b> 2 half days (Hybrid)	RM3,000/ USD770	Supply Chain & Logistics
18	<b>Financial Markets and Asset Pricing</b> Essential Principles for Leaders and Managers	Prof. Eli Remolona & Asst. Prof. Triwit Ariyathugun	<b>23 &amp; 24 August</b> 2 half days (Hybrid)	RM3,000/ USD770	Finance & Central Banking
19	<b>What Moves the Bond Market?</b> Essential Principles for Leaders and Managers	Prof. Eli Remolona	<b>6 &amp; 7 September</b> 2 half days (Hybrid)	RM3,000/ USD770	Finance & Central Banking
20	<b>Logistics and Supply Change Management</b>	Prof. Asad Ata	<b>13 &amp; 14 September</b> 2 half days (Hybrid)	RM3,000/ USD770	Supply Chain & Logistics
21	<b>Financial Management For Leaders</b>	Prof. Triwit Ariyathugun	<b>26 &amp; 27 September</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
22	<b>Leading Marketing Strategy</b> Essential Skills for Market Leadership in Digital ASEAN	Prof. Willem Smit	<b>22 &amp; 24 November</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship
23	<b>What Moves the Currency Markets?</b> Essential Principles for Leaders and Managers	Prof. Anella Munro	TBC	RM3,000/ USD770	Finance & Central Banking
24	<b>Supply Chain Resilience</b>	Prof. Javad Feizabadi	<b>5 &amp; 6 October</b> 2 half days (Hybrid)	RM3,000/ USD770	Supply Chain & Logistics
25	<b>Sustainable Supply Chain</b>	Prof. Debabrata Ghosh	<b>17 &amp; 18 October</b>	RM3,000/ USD770	Supply Chain & Logistics
26	<b>Managing Customer Experience</b>	Prof. Sylvia Ng	<b>26 &amp; 27 October</b> 2 half days (Hybrid)	RM3,000/ USD770	Leadership/ Management & Entrepreneurship

\*subject to change\*

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### Contact Our Team:

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## CUSTOM TOPICS AVAILABLE FOR CUSTOM PROGRAMS

#	Program	Faculty
1	Strategic Mindset: Navigating Your WAZE for A Sustainable Success	Dr. Thun Thamrongnawasawat
2	Innovating Inside-Out: Becoming The 1%	Dr. Thun Thamrongnawasawat
3	The Leadership Energy Journey: Deciphering Secrets of Long-Lasting Success	Dr. Thun Thamrongnawasawat
4	Brain-BASEd Leadership: The Neuroscience of Personal and Organizational Agility	Dr. Thun Thamrongnawasawat
5	Coaching Workshop	Muhammad Sabri Md Rawi
6	Catalytic Conversations	Muhammad Sabri Md Rawi
7	Storytelling	Muhammad Sabri Md Rawi
8	Faster, Smarter, Greener: The Future of the Car and Urban Mobility	Prof. Charles Fine
9	Leading Strategic Innovation	Prof. Charles Fine
10	Supply Chain Management	Prof. Charles Fine
11	Intrapreneurship & Innovation	Prof. Michael Frese
12	Leading Organizations and Change	Prof. Michael Frese
13	Errors, Mistakes, Biases	Prof. Michael Frese
14	Identification in Macroeconomics	Prof. Hans Genberg
15	The Service Centric Organization	Prof. Loredana Padurean

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## CUSTOM TOPICS AVAILABLE FOR CUSTOM PROGRAMS

#	Program	Faculty
16	Digital Transformation Executive Program at ASB	Prof. Loredana Padurean
17	The Strategic Intra/Entrepreneurial Organisation – Nail It, Scale It, Sale it.	Prof. Loredana Padurean
18	Optimizing Decision Making in Family Firms (A Toolkit to Sustain Family Business Success)	Prof. Ambra Mazzall
19	People, Purpose and Performance (How to Design Effective Organisations)	Prof. Ambra Mazzall
20	Boosting Innovation in Family Business	Prof. Ambra Mazzall
21	Navigating Political Dynamics in International Business	Prof. Renato Lima-De-Oliveira
22	Energy Markets, Policies & Sustainability	Prof. Renato Lima-De-Oliveira
23	Platform Strategies	Prof. Melati Nungsari Prof. Sam Flanders
24	Leading Marketing Strategy	Prof. Willem Smit
25	Digital in Action	Prof. Willem Smit
26	Transforming Brands for Success in the Digital Age	Prof. Willem Smit
27	Managing Customer Experiences	Prof. Sylvia Ng

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#	Program	Faculty
28	Modelling the Term Structure of Interest Rates for Understanding Risk Premia in Bond Markets	Prof. Eli Remolona
29	What makes the Currency Markets?	Prof. Anella Munro
30	The Dynamics of International Currency & Trade Flows	Prof. Anella Munro
31	A Practical Guide to Macroeconomic Policy	Prof. Hans Genberg
32	Legal Duties & Liabilities of Directors	Khoo Guan Huat
33	Ethics & Corporate Accountability	Prof. Kevin Crow
34	International law & Global Business Strategy	Prof. Kevin Crow
35	Risk Management & the Internal Control System	Gillian Ng

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