

## Report from AISAM 2002

Asian Intensive School for Advanced Management (AISAM) 2002

Fifty Two MBA candidates representing Graduate Schools from several countries attended the The Seventh AISAM program conducted in Penang, Malaysia, from July 1st to July 13th 2002.

AISAM 2002 was formally opened by The Hon. Datoí Dr Toh Kin Woon, Penang State Executive Councillor, Education, Economic Planning and Information.

### The Academic Program

The academic program was supported by a comprehensive cultural and social program designed to promote a broad understanding of conducting business in the South East Asian region.

In addition to presenters drawn from Graduate Schools in Australia, Scotland, Malaysia and Denmark, the academic program included addresses by:

- Professor Dr. Mahani Zainal Abidin, a Specialist Consultant on globalisation and member of the Economic Planning Unit, Prime Ministers Department (Malaysia). (Professor Mahani has been an ardent supporter of AISAM since its inception.);
- Mr William Wong, a financial advisor from Singapore; and
- Mr Cameron McLean who was a participant in the first AISAM program conducted in 1996. (Mr McLean is now a successful businessman in Indonesia and was invited back to share his experiences with 2002 candidates.)

The three speakers have been invited to return for AISAM 2003.

The academic program was also supplemented by group visits to one of the following global companies:

- Seagate (computer technologies);
- GKN Driveshafts (specialist automotive manufacturer);
- Smart Modular Technologies;
- Osram; and
- Eng Technologies.

The visits occupy six hours and include a question and answer session with senior company executives.

All candidates visited the Penang Development Corporation for a discussion of the Multimedia Super Corridor being developed by the Malaysian Government.

The formal academic program (lectures and group projects) comprised the core unit, Business in Asia (compulsory for all candidates) and three electives

- Corporate Transformation (strategies adopted by companies facing, or having faced, financial collapse);
- International Business (concentrated on trade and economics in the South East Asian region); and
- E- Business (managerial strategies for involvement in e- commerce in a non-technical environment)

Corporate Transformation was the most popular elective which is not surprising given recent events in the world of finance.

### **Cultural and Social Program**

Highlights of the 2002 cultural and social program included:

- A Welcoming Dinner at the Hotel Equatorial;
- A State Dinner hosted by the State of Penang Tourism Committee;
- A conducted walking tour (evening) of old Georgetown (Georgetown dominates the island of Penang and has a population of approximately half a million people);
- Organised (optional) bus or fishing trips during the weekend; and
- A Farewell Dinner at the Bukit Jambul Country Club sponsored in part by the Penang Development Corporation.

AISAM 2002 was an outstandingly successful program which received considerable positive feedback from the participants. It augers well for AISAM 2003 which has already attracted a number of candidates.

AISAM 2003 brochures (which contain an application form) will be available through the ANBS office early in November 2002.