

Wharton-HIMD Executive Management Program (WH-EMP) 2009

Program Introduction

■ Program Overview

This is a two-week management development program designed for high-potential young executives, offered jointly by *Wharton School*, the world's first business school, which has produced great business leaders worldwide as a leader in business education, and the *Hitachi Institute of Management Development (HIMD)*, Japan's first corporate executive development organization.

The key feature of the program is that while the first half focuses on business disciplines such as strategy, marketing and leadership through lectures and case discussions, the latter half will allow participants to internalize and integrate the knowledge and skills learned in the first half through a management simulation and an action-planning exercise. The program also provides an opportunity for building a worldwide network of connections which is critical for global business leaders of the future.

The 4th program was held with great success in Tokyo in the fall of 2008 (Nov. 2 - Nov. 14) with the participation of fifty-one *high-potential middle-level managers* from eleven countries/regions including Japan, Singapore, China, Thailand and the US, hand-picked by *global corporations mainly on the Pacific Rim*.

■ Program Date

November 1 (Sun) - November 13 (Fri), 2009

■ Program Venue

Marubeni Tama Center, Tokyo, Japan

■ Participant Profile

High-potential managers from global corporations of the Pacific-Rim region who are expected to play an active role as future leaders. Participants should have more than 10 years of business experience with more than 3 years in managerial positions.

■ Enrollment Size

50 participants

■ Outline of Curriculum (Tentative)

The program takes an interactive and multidimensional approach including faculty-led lectures and discussions, group-based exercises and presentations, a PC-based business simulation and a field study.

Module I	Sessions designed for acquiring management knowledge, skills and perspectives ···*1
Module II	<p>Sessions designed to integrate, apply and internalize the learning from Module I</p> <hr/> <ul style="list-style-type: none"> • Reflection of one's daily learning and sharing/discussion of implications of such learning in groups • Development, commitment and presentation of individual 100-day Action Plan based on daily individual/group reflections • Experience managing a company as a member of the board in a virtual competitive environment through a PC-based business simulation ···*2
Module III	Activities designed for building an effective learning community as well as promoting active communication and exchange among diverse participants

Note 1: Below is an illustrative list of topics to be covered in the program;

- **Leadership and Organization**
 - Motivating and managing individuals and teams for high performance.
 - Understanding different approaches and models of leadership, and your leadership profile
 - Understanding and overcoming work-life balance issues.
 - Leading and managing organizational change
- **Marketing Management**
 - Understanding key marketing frameworks and the concept of being market-driven
 - Market segmentation and positioning to maximize life time value of the customer
 - Understanding and leveraging brand equity
 - Pricing strategies for capturing value
- **Strategic Thinking and Management**
 - Understanding frameworks and tools for formulating strategy
(e.g., competitive analysis, competency assessment, value propositions)
 - Leading and managing effective strategy execution
 - Designing and managing high performance organizations
 - Understanding key success factors in service driven strategies
 - Understanding keys to successful acquisitions and strategic alliances
 - Understanding key success factors in service driven strategies
- **Accounting and Financial Management** *
 - Understanding key accounting and finance terms and concepts
 - Understanding how to read and analyze financial statements
 - Using valuation tools and techniques for making investment decisions

*basic knowledge and skills required for the PC-based simulation will be covered

Note 2: HIMAX, a management simulation developed by HIMD, will be used to provide participants with a hands-on experience of various decision-making processes including corporate strategy, marketing, finance and accounting through managing a virtual company on a PC network. This simulation has had excellent results in the MMC (Middle Management Course) and the IMC (International Management Course) within the Hitachi Group, and is also highly regarded by companies outside the Hitachi Group.

■ Program Fee

US\$15,000 per person

■ Submission of Application (online)

URL address below for online application will be available after June 18.

<https://advs.jp/cp/hitachi-himd/>

■ Contact Information for Inquiries

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Hitachi Institute of Management Development

The Hitachi Institute of Management Development (HIMD) was established in 1961 in commemoration of the 50th anniversary of Hitachi, Ltd.'s foundation. Since then, HIMD has been highly regarded in Japan as the first management school operated by a private company aimed at fostering managers for the next generation. In 1973, HIMD became an independent institution jointly supported by Hitachi group companies. The purpose of this change was to reinforce HIMD's role as a facilitator of "knowledge sharing" and "information exchange." In addition, in order to respond to the increasing need for business training, the Suijin Training Center was opened in 1975. At this center, special skills training for managers and training for all levels of employees is provided. In 2003, Hitachi, Ltd. transferred its training functions, including marketing, international business, and language training, to HIMD. HIMD now provides its services not only to Hitachi group companies, but also to many external companies.

Wharton School of the University of Pennsylvania

University of Pennsylvania, one of the eight ivy-league institutions in the US, was founded by Benjamin Franklin in 1740 as the nation's first university. Wharton School, one of its professional schools, was established in 1881 as the first collegiate business school. Consisted of 4 divisions, namely, undergraduate, graduate and doctorate programs and executive education, Wharton now is one of the world's largest business schools in terms of the number of programs, students and faculty. It is recognized around the world for its innovative curriculum, its emphasis on globalization as well as its academic strengths across every major discipline. Wharton consistently ranks high in business school ranking administered by the major European media and US.