

Training Program

# CEO

CHIEF EXECUTIVE OFFICER

Dear Prospective CEO Program's Candidate,

PACE Institute of Management (PACE) is a leading institute of management for business leaders and managers in Vietnam. Our mission is *"to contribute to shaping a new business society in Vietnam by developing leadership capacity, professional capability and ethical standards for individuals, organizations and community."*

To realize this mission, PACE has consistently taken great efforts in researching and designing a wide range of training programs meeting international standards and serving the learning requirements of the business community in Vietnam. To date, PACE has implemented **more than 110 training programs** for business leaders and managers. **More than 105,000** entrepreneurs, directors, and executives from local and foreign enterprises and government agencies have attended PACE training programs.

In addition, PACE has successfully organized ***national and international seminars*** on economics, business, management, leadership and education, thereby connecting Vietnam with the world's great minds, especially management thinkers, economic scholars and experts. Recent examples are the national seminar themed "Core Business Ideology of Vietnamese Entrepreneurs" (2006); the international seminar, "*New Marketing for the New Age*" (2007) presented by **Philip Kotler**, the father of the world's modern marketing; the international seminar, "*Global Competitiveness and Competitive Advantage of Vietnam*" (2008), presented by **Michael E. Porter**, the father of the modern strategy field; the international seminar, "*Searching for Solutions & Opportunities in a Time of Difficulty and Crisis*" (2009), presented by **Professor Paul R. Krugman**, the 2008 Nobel Laureate in Economics; "*Today's Competitiveness and Corporate Strategy*" (2010) by **Michael E. Porter**; "*Unleashing Human Capacity*" (2011) by **Dave Ulrich**, the most influential authority on Human Resource Management; and annual ceremonies and seminars, namely "*Honoring Entrepreneurs' Business Learning*," which have been held on the occasion of Vietnam's Entrepreneur's Day in October since 2003.

Furthermore, PACE has established the **Business Leaders' Bookshelf**, editing a number of valuable titles to serve the business community. PACE also selects, publishes and recommends many classic and influential business books. Among them are the Essential Drucker (*Peter Drucker*), Competitive Advantage (*Michael Porter*), Kotler on Marketing (*Philip Kotler*), Globalization and Its Discontents (*Joseph E. Stiglitz*), On Becoming A Leader (*Warren Bennis*), Good to Great (*Jim Collins*), The Return of Depression Economics (*Paul Krugman*), The Future of Human Resource Management (*Mike Losey, Dave Ulrich and Sue Meisinger*) and many others.

More importantly, PACE is collaborating with other organizations and individuals to implement and develop non-profit education projects on a large scale. Among them are the **Institute of Potential Leaders (IPL)** ([www.IPL.edu.vn](http://www.IPL.edu.vn)) to recruit and develop potential young talents to become high-performance business leaders for Vietnam's tomorrow; the **Life Management Program (LMP)** to provide a foundation helping participants to become better managers for their own lives; the SachHay project ([www.SachHay.org](http://www.SachHay.org)), serving as a meeting place where Vietnamese readers worldwide can share and gain knowledge by searching for and recommending good books; and other ongoing not-for-profit educational projects.

In this brochure, we are pleased to introduce you to one of PACE's most highly-regarded programs, the Chief Executive Officer Program (CEO Program).

For further information, please visit our website [www.PACE.edu.vn](http://www.PACE.edu.vn) or contact our office at +84 (28) 3837 0208.

Respectfully,

The PACE Board.



Training Program  
CHIEF EXECUTIVE OFFICER



# CEO - CHIEF EXECUTIVE OFFICER

Increased globalization and the complexity of today's competitive business environment have demanded senior executives in Vietnam to acquire vital knowledge on leadership and management, and effective business practices to build capacity to tackle new challenges. Gaining such insights and tools is particularly essential to achieving company goals, sustain growth, and achieve better performance. With the objective to internationalize high-ranking human resources in Vietnam, PACE is offering the Professional Chief Executive Officer (CEO) training program, a special executive education program, for business leaders and managers.

As one of PACE's most highly-regarded programs, the CEO program is designed based on PACE's Management Model for current CEOs, middle managers, or executives who aspire to advance to this senior management position to lead their businesses. Delivered in Vietnamese, the program trains, equips, and transforms high-potential executives by providing them with core philosophies, well-proven insights, and essential tools that today's dynamic CEOs need to possess. With the valued knowledge and skills provided by the program, senior executives will be ready to become professional, effective CEOs, ready to meet and tackle challenges of the increasingly competitive global business environment.

Methodically, PACE consistently combines international expertise, local insight, and standard value in all subjects. Through interactive lectures, group-based discussions, practical case studies and meaningful



individual projects and exercises, participants will be engaged in interactive activities that help them internalize and integrate the course material to their own experiences and situations. Through these interactions, participants will also learn what is required of their organizations, what mindset and skills are relevant, thereby enabling them, as business leaders, to capitalize on their advantages, create value, and sustain high performance throughout their enterprise.

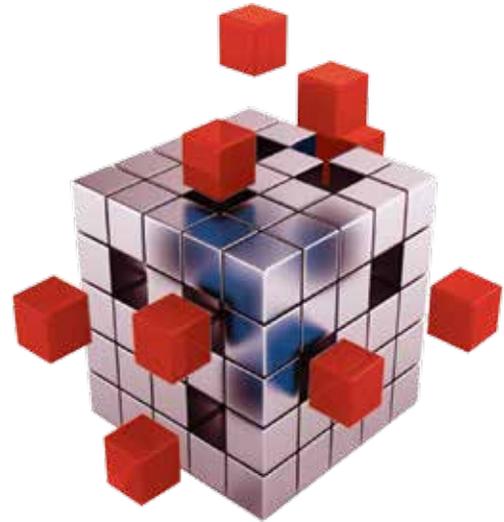
PACE trainers are Vietnamese and foreign experts who have both in-depth academic knowledge and profound experience in their respective fields with a global business perspective.

The CEO program is designed to accommodate busy executive schedules with day and evening classes. Four-month, six-month, and one-year programs are offered for participants' convenience.

## PROGRAM OBJECTIVES

### TARGET PARTICIPANTS

- Top-level executives, including CEOs, Chairpersons, board members, and directors.
- Middle Managers - Functional directors and managers, chiefs/heads and deputy heads of departments.
- Those who have professional experience and knowledge in management and leadership positions.
- Those who strongly desire to be high-performing CEOs.



### TARGET PREREQUISITES

Prospective participants must be at least 22 years old and satisfy at least one of the following requirements:

- University or college diploma (of any major).
- Current or former managers or executives holding important management positions in their companies.
- At least three years of work experience in a certain industry.

### PROGRAM OBJECTIVES

After successfully completing this program, participants will:

- To provide core thinking and conceptual tools required for an effective CEO in the integration and globalization process.
- To provide participants with essential knowledge and skills of various components needed for a high-achieving CEO.



**PROGRAM CONTENT**

- The PACE CEO Training Program is developed based on the following PACE Management Model (PMM):

$$\begin{aligned} \text{CEO} &= \text{Leader} = (\text{Strategy} + \text{Team}) \\ \text{Team} &= (\text{People} + \text{System} + \text{Culture}) \end{aligned}$$

#	SUBJECTS	Session	Hours
1	Learning Revolution	2	6
2	Life Management Program	2	6
3	On Becoming a CEO	1	3
4	Business Ideology & Philosophy	1	3
5	Leadership Development	4	12
6	Strategic Management	4	12
7	Corporate Management System	4	12
8	Corporate Culture	2	6
9	Key Management Models	2	6
10	Spirit of Sustainable Development	2	6
11	HR Management for Leaders	2	6
12	Marketing Management for Leaders	2	6
13	Sales Management for Leaders	2	6
14	Financial Management for Leaders	2	6
15	Accounting Management for Leaders	2	6
16	Economic Context	2	6
17	Laws & Regulations on Businesses	2	6
18	Business Seminars	1	3
19	Program Summary & Exam Guidelines	1	3
20	Final Exam	1	3
21	Graduation Ceremony	1	3
*	<b>TOTAL</b>	<b>42</b>	<b>126</b>

**PROGRAM COMPLETION**

- At the end of the course, participants must complete a final exam and an “action plan” essay. This essay is based on content learned throughout the program, along with each participant’s short- and long-term professional plans.
- Results of the final exam and essay will be one of the evaluation factors for awarding a certificate of completion.

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