International Executive MBA in LEADERSHIP

A world-class credential of leadership competencies in the global business environment
The international Executive MBA (iEMBA) program is designed exclusively for learners who have rich working experience and are in leadership positions.

The iEMBA in LEADERSHIP program is the first iEMBA program in Vietnam specializing in LEADERSHIP.

The iEMBA in LEADERSHIP program is delivered by two leading institutes with significant strengths:

- **School of Management (SOM) – Asia Institute of Technology (AIT)** - A world-class higher education institution, since 1959 focusing on the Master and Ph.D. degree programs, especially Master and Ph.D. in Business Administration.

- **PACE Institute of Management (PACE)** - The first school for business leaders in Vietnam, and the top institute in leadership in Vietnam in the last 15 years.

All courses are conducted in English providing learners with the valuable opportunity to experience the international learning environment right in Vietnam. By participating in this “international Executive MBA in Leadership” program, participants not only have opportunities to obtain the internationally recognized “international Executive MBA in Leadership” Degree directly issued by AIT Global, but also are granted the special access to the comprehensive Leadership development program exclusively instructed by the highly qualified Professors at PACE.

International Executive MBA in Leadership therefore is considered as “**A world-class credential of leadership competencies in the global business environment**”, a “momentum step” for further developments on the path of career advancement for both current leaders & potential future leaders in Vietnam.
WHY CHOOSE “international Executive MBA in Leadership”

PRESTIGIOUS TRAINING INSTITUTES

School of Management (SOM) - AIT

- School of Management (SOM) is a member of Asian Institute of Technology (AIT)
- Establishment: since 1987, 28 years of history in Postgraduate management training
- The pioneer Institute in management and leadership development training program
- EMBA graduates: 3,000+
- Alumni network: from 40+ countries
- International faculty network from 30 countries all over the world
- Well-facilitated learning environment allows learners to strongly enhance personal skills and capabilities, reach the goals in career advancement and meet the development needs in a globalized competitive environment
- One of the top 250 business schools worldwide recognized by Eduniversal Business School Ranking 2014 (released in Istanbul in October 2014)
- Ranked number #8 in the whole Asia region (including Japan, Singapore, Korea ...) for the high quality of EMBA training program (announced on www.bestmba.org)

SOM-AIT is a member of the various prestigious international bodies

The Association of Asia-Pacific Business Schools (AAPBS)

The Association to Advance Collegiate Schools of Business (AACSB International)

European Foundation for Management Development (EFMD)
Asian Institute of Technology - AIT

- Established by the Governments of many countries since 1959 with headquarter located in Thailand, AIT is a prestigious Institute with the history of 56 years in Postgraduate training programs
- An alumni network of Master and Doctoral Degree holders: 21,000+ from 100 countries/territories
- Schools under direct management: 3
  - AIT’s School of Management (AIT-SOM)
  - AIT’s School of Engineering and Technology (AIT-SET)
  - AIT’s School of Environment, Resources and Development (AIT-SERD)
- Fields of Study: 32
- Research and Outreach Centers: 15
- Research & Outreach Projects: 400
- Research Staffs: 100+ from 32+ countries
- Partners: 330
- Establishment: since 2001, 15 years of history in developing & training business leaders
- **PACE's mission:** contributing to shaping a new business society in Vietnam by developing leadership capacity, professional capability and ethical standards for individuals and organizations
- The leading school for business leaders and managers in Vietnam
- Attended learners: 85,000+ business leaders and corporate executives from local and foreign enterprises/ public and private sectors/ officials from central and local state agencies/ leaders from non-profit & non-governmental organizations in Vietnam...
- Broad educational portfolio with 110+ training programs

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**PACE’S GLOBAL PARTNERS**

<table>
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<tr>
<th>The world's leading organization in Leadership development</th>
<th>The world's most prestigious organization in HR Management</th>
<th>The world’s most well-known organization in Strategic planning &amp; Strategy execution using Balanced Scorecard</th>
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<td><img src="image" alt="FranklinCovey" /></td>
<td><img src="image" alt="SHRM" /></td>
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**INSTITUTIONAL ACTIVITIES**

- Executive Education
- Seminars Conferences
- Research & Publishing

**NON-PROFIT EDUCATION PROJECTS**

(Managed by PACE)

- Institute of Potential (PI)
- GoodBooks Sæc/Hay.org
- Life Management Program (LMP)
PROGRAM HIGHLIGHTS

- Visible differentiation: The “international Executive MBA in Leadership” is the first international Executive MBA in Vietnam specialized in research based Leadership development

- Training Institutes: Joint training program co-organized by the 2 leading Institutes with 2 significant strengths: SOM-AIT – A leading Postgraduate Institute accredited by the world’s most prestigious organization (with core strengths in training Master & Ph.D. Degrees, especially Master & Ph.D. Degrees in Business Administration) – and PACE – The first & the top business school in Vietnam in the last 15 years

- Global standard: international Executive MBA of SOM-AIT is accredited as one of the best Master programmes in the world (recognized by Eduniversal Master Ranking – The Best Masters and MBA Worldwide 2014-2015). And “international Executive MBA in Leadership” is considered as “a credential of Leadership capacity in the Global business environment”

- Faculty: The faculty of SOM-AIT and PACE are all high-profile Professors coming from multinational backgrounds (not just one country like many other existing EMBA programs), they are all Ph.D. holders and higher, major experience both in academic programs and practical ice Global business environment

- Program content: It is the integration between theory and practice with the contemporary learning system focused on leadership competencies to be successful performers in the fast changing Global business environment

- Learning environment: Course is conducted entirely in English, providing the learners with an international learning environment right in Vietnam with the emphasis on application to the leader’s organization

- Flexible schedules: Classes are held outside working hours (weekday nights or weekends)

- Alumni network: with 21,000+ people from 100+ countries/territories, among those, 3,500+ are Masters and Ph.D. holders, and 20,000 Professionals who are holding executive management positions in both the public & private sectors around the world
PROGRAM BENEFITS

- Understand the current and emerging Asian and global business environments and their impacts on the leadership in Vietnam
- Develop business strategies for the enterprise and to formulate implementation actions for sustainable growth
- Apply global standards of decision making, leadership, organizational processes and negotiations adapted and relevant to Vietnam
- Enhance leadership competencies recognized for success of a business enterprise in a globalized ASEAN region and beyond
- Utilize technology and enhance technological competencies to compete locally, regionally and internationally

PROGRAM QUALITY

![QS STARS](image1)

QS five-star ratings (Feb 2015)

![Top 200 Best Master Program Worldwide](image2)

Top 200 Best Master Program Worldwide

![Asia’s Best MBA school Award](image3)

Asia’s Best MBA school Award

![AACSB International](image4)

SOM is a member of The Association to Advance Collegiate Schools of Business (AACSB International)

![EFMD](image5)

SOM is a member of European Foundation for Management Development (EFMD)

![AAPBS](image6)

SOM is a member of The Association of Asia-Pacific Business Schools (AAPBS)

LEARNING SYSTEM AND FACILITIES

- Original textbooks are provided following AIT Global training guidelines
- International contemporary e-learning system
- Access to the huge reference resource of AIT Global Library System & its partners
- Modern classrooms with contemporary facilities
- International learning environment
- Consultant service available throughout the course
The first international EXECUTIVE MBA in Vietnam specialized in scientific LEADERSHIP development
WHO SHOULD ATTEND

All managers, leaders with at least 4-6 years of working experience, including the foreigners currently living & working in Vietnam and in the Asia-Pacific countries, who have the desire to further develop personal leadership capacity.
The “international Executive MBA in Leadership” program can be completed in 18 months. The program consists of 48 credits, including 15 Courses, 1 Case Research Practicum and 1 Final MBA project. The program is conducted in English only.

- **Part 1**: 8 Executive Modules (each of 3 credits = 24 credits)
- **Part 2**: 7 Leadership Modules (each of 2 credits = 14 credits)
- **Part 3**: Executive Development Modules (10 credits)

### PROGRAM STRUCTURE

| PART I: EXECUTIVE MODULES | Module I: International Issues:  
This module focuses on broader issues confronting an executive in an international business  
- Cross Cultural Management  
- Managing Technologies for Competitiveness  
Module II: Integrative Issues:  
This module focuses on specific issues at functional levels. The courses include:  
- Financial Management of a firm  
- Project Organization and Implementation  
- International marketing Management  
Module III: Competitiveness:  
This module focuses on strategic issues at the overall enterprise levels.  
- Strategic Management of a firm  
- International Transfer of Technology  
- Innovation & Techno Entrepreneurship |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PART II: LEADERSHIP MODULES | 1. International Business (2 credits)  
Considers the business environments, investment climates, and business cultures of major regions in the world: Asia Pacific, North America, and Europe. This course provides an understanding of the key factors in investing and operating a business overseas and the competencies required to implement projects overseas.  
2. Leadership Development (4 credits)  
This course develops the competencies to create a vision, develop commitment, communicate, motivate and empower subordinates in a variety of international business situations such as joint ventures, start-ups, and mergers and acquisitions.  
3. Human Resource Management (2 credits)  
This course aims to provide participants with essential knowledge and tools pertaining to human resource management.  
4. Management of Change (2 credits)  
This course focuses on designing, implementing and evaluating change initiatives.  
5. Competitive Performance: Business Simulation (4 credits)  
These courses provide participants the opportunities to practice the competencies they have developed during the international Executive MBA. It emphasizes decision making across a range of business functions such as strategy, marketing, operation and HR. It requires effective team work to be successful and success is measured by share price, market share and profitability.  
  - **Strategic Execution** (2 credits): emphasizes the decisions in implementing business strategy  
  - **Country Manager** (2 credits): focuses on decisions on assessing business environments, investment climates, and market potential related to entry strategies in international markets. |
| PART III: EXECUTIVE DEVELOPMENT MODULES | This part provides an opportunity for participants to focus on new international business development or organizational change for global competitiveness contexts through case research and project.  
1. Case Research Practicum (4 credits)  
*Strategic issues/ Functional issues/ problem Analysis and Solving*  
  - 2. Final Company Project (6 credits) |
FACULTY OF INTERNATIONAL EXECUTIVE MBA IN LEADERSHIP

The faculty members represent below are only part of the faculty resources available to the international Executive MBA program with AIT and PACE. They have extensive involvement in Vietnam, ASEAN and other Asian countries, including Japan, China, India, the U.S. and Europe.

Dr. Winai Wongsurawat, Thailand
Assistant Professor, Strategic Management, Game Theory for Competitive strategy
Ph.D. (Managerial Econ. & Strategy), Kellogg School of Management, Northwestern University, USA
B.S. (Econ. & Math., Comp. Sc.). Stanford University, USA

Dr. Rian Beise Zee, Germany
Assistant Professor, International Marketing, Innovation Marketing
Ph.D. (Economics and Business Administration). Dipl.-Ing. (Industrial Engineering). Technical University of Berlin, Germany

Dr. Nicholas J. Dimmitt, USA
Assistant Professor, Business Communication, Business Ethics, Research Methods
Ph.D. (International Education). University of Southern California, USA
M.A., San Francisco State University, USA

Dr. Urs Bumbacher, Switzerland
Adjunct Faculty, International Management
Ph.D. (Economics & Business Admin.), MA., University of Basel, Switzerland

Dr. Sundar Venkatesh, India
Adjunct faculty, Finance and Accounting
Ph.D. Indian Institute of Management Ahmedabad, India, Chartered Accountant B.Sc. (Physics), B.Law.

Dr. Barbara Igel, Germany
Associate Professor, Knowledge Management, Management of Innovation, HighTech Entrepreneurship Ph.D. (Economics), Freie University, Germany
M.A., Technical University West Berlin, Germany

Dr. Mike Turner, Vietnam
Faculty of PACE Institute of Management
Change Management, Entrepreneurship, Marketing
Ph.D. (with Distinction), Latrobe University, Australia.
M.M. (Marketing, University of Melbourne, Australia

Dr. Rudolf Grunig, Switzerland
Adjunct Faculty, Strategic Management, Solving Complex Problems
Dr. rer. Pol. (Business Administration), University of Bern, Switzerland
Full Professor, University of Fribourg, Switzerland

Dr. Rian Beise Zee, Germany
Assistant Professor, International Marketing, Innovation Marketing
Ph.D. (Economics and Business Administration). Dipl.-Ing. (Industrial Engineering). Technical University of Berlin, Germany

Dr. Urs Bumbacher, Switzerland
Adjunct Faculty, International Management
Ph.D. (Economics & Business Admin.), MA., University of Basel, Switzerland

Dr. Gerard Tocquer, France
Adjunct Faculty, Service Innovation, Service Culture & Branding, Service Marketing
Ph.D., Univ. of Nice-Sophia Antipolis, France
M.A. (Marketing), Univ. of Sherbrooke, Canada C.P.D., Cornell University, Ithaca, USA

Dr. Fredric W. Swierczek, USA
Adjunct Faculty, Asian Business, Leadership, Cross-cultural Management, Human Resources Management
Ph.D. (Policy & Mgt), M.Econ & Soc. Dev., University of Pittsburgh, USA

Dr. Willi Zimmermann, Switzerland
Adjunct Faculty. Business Communication, Case Practicum
Ph.D (Political Science), University of Munich, Germany
Post-Doc.Diploma Swiss FederaIIInst.

Dr. Clemens Bechter, Germany
Adjunct Faculty, Marketing Management, International Marketing Research, Business Simulation
Ph.D., University St. Gallen, Switzerland
Master (Lic.oec) in Business Administration University St. Gallen, Switzerland
There have been more than 3,500+ Masters and Ph.D. holders, and 20,000 Professionals in Vietnam graduated from AIT. They are now holding the key executive positions in both the public & private sectors.

“After searching often for a high quality MBA program, I chose to enroll in the AIT EMBA in Vietnam. My invaluable learning and experience exchange with AIT professors and other senior executives in the program have been integrated effectively in my day to day operational management as well as in the development of effective strategies for my organization- in an international NGO in Viet Nam.”

TRAN THU HA, Vietnam  
(iEMBA – Hanoi, 2004-2005)  
Office Manager, The Population Council

“EMBA program assists the long-term development strategies of private companies.”

PHAM DINH DOAN, Vietnam  
(iEMBA, Hanoi, 2003-2004)  
General Director, Phu Thai Group

“It was a really good chance for us to learn new knowledge and gather more experiences with case studies, by the same time, reviewing our own understanding and experiences. It’s surprising that it did help us think, and look at the challenges in the business from different angles.”

TRAN THI MY YEN, Vietnam (EMBA- HCMC, 2004-2005)  
Country Manager, SCG Investment Coordination Office

“Today’s workplace requires some knowledge, some luck and a whole lot of networking and these are the things I achieved from EMBA Vietnam”

ANURAG SINGH, Indian  
(EMBA-HCMC, 2008-2010)  
Business Development Director, ChoiGiang Co. Ltd.
“The selection of the EMBA program at AIT was my right decision. It was the impetus to encourage me to success. After graduation, my work result is better; my decision is more effective, I believe that the knowledge of AIT Executive MBA and my experiences have consolidated my position as a specialist of the People’s Committee and I’m transmitting these experiences for the next generation”

NGUYEN THANH NGUYEN, Vice Chairman of People’s Committee of Long An province

“The EMBA of AIT VN has been as wonderful experiences to me. I found the quality of the academic staff to be outstanding and that the program is very well-designed. It combines the academic teaching with hands-on learning experiences. This combination worked really well and I think that I have grown in terms of management knowledge and skills also in personal capabilities such as self-awareness, leadership, negotiation and teamwork. Also, smaller class size made it a friendly, enjoyable time with bonds form with classmates, supporting staff and faculty.”

NGUYEN HONG NGOC, Sport and Recreation Activities Coordinator, RMIT

“...provides very extensive understanding and in-depth experiences in a number of disciplines critical to business and management success in globalization. The EMBA program in Vietnam has truly created an important milestone in my life by extending my business capabilities and partnership”

VU THI HOI TRUONG, Deputy General Manager of Penta-Ocean Construction Co., Ltd., Hanoi Office
HOW TO APPLY & TUITION

CRITERIA TO APPLY

- Graduate Degree (in English) & an attested, detailed official transcript written in English
- Certificate(s) of English proficiency
- At least 4-6 years of working experience, including at least 2 years of working experience in management or expert positions

DOCUMENT SUBMISSION

- A completed application form (please download here)
- A one-page statement of objectives for joining the program
- A Curriculum Vitae (no more than 2 pages long)
- Two letters of recommendation (please download here)
- Graduate Degree (in English) & an attested, detailed official transcript written in English
- Certificate(s) of English proficiency
- 4 recent 4 x 6 photographs

TUITION AND FEES

- The total program fee, including travel and 3-week accommodation of two study tours in Bangkok, is only US$14,000 (*)

(*) Notation: The tuition fee of international Executive MBA program in SOM-AIT is the sponsored cost sharing between the funding organizations and program participants as AIT is a non-profit organization jointly established & sponsored by the Governments of many countries (USA, UK, Australia, Canada, France, Thailand....) since 1959.

- Payment options: The tuition and other fees can be paid in full at once or in four installments, each of which is US$3,500

TIME SCHEDULE

- Monday - Friday: 18:00 – 21:00
- Saturday and Sunday: 09:00 - 16:00

The program takes place in Vietnam with classes conducted at PACE and AIT-Vietnam premises with two trips to AIT Bangkok.

The program requires a period of 3-week residency at AIT (Bangkok) dividing into two trips. During the first trip, participants will take one course and visit companies in Thailand. During the second trip, participants will defend their thesis and receive the Master Degree at AIT campus in Bangkok.

After meeting the academic requirement of the degree, participants will be awarded with the international Executive MBA in Leadership degree by SOM, AIT.