



HSE EXECUTIVE EDUCATION

HSE EMBA Newsletter 1/2008

HSE EMBA GRADUATION 2008

April 12, 2008, Shangri-La Hotel

HSE EMBA 2008 graduation was held on April 12, 2008 at Shangri-La Hotel. In total 14 graduates celebrated their achievement together with their friends and families in traditional HSE Singapore ceremony.



The Graduates:

David Tan, Kanna Kannappan, Juang Meng Mok, Mike Tiong, Shashni Gill, Liz Chua, Julie Ashlett, Chua Hwee Koon, Tan Jiew Wan, June Yeh, Adrianna Low, Xteve Liew (Francis Lai, Juhani Vaivio) Ben Corser. (Not in picture Folgueira Montserrat, Alina Wang, Pauline Tng).

The honoured guest of the event was Professor Juhani Vaivio, the Dean of HSE MBA Programs from Helsinki, Finland. In his congratulatory note Professor Vaivio acknowledged the graduates ambition, relentless commitment, and considerable personal sacrifice required in order to complete the Executive masters program with HSE EE. He also hoped that all graduates have made a note of their own personal development and awakening intellectual curiosity the studies have triggered.

Professor Vaivio also emphasized the quality and recognition of Helsinki School of Economics' granted diplomas. HSE holds the American AACSB accreditation, the Association of MBAs' "AMBA"-certificate and the European EQUIS quality seal. This

combination is known as the highly sought-after “Triple Crown” within the global MBA industry. Only about 40 MBA programs in the entire world belong to this prestigious “Quality MBA” -family.



Chua Hwee Koon receiving her diploma

First in class, Academic Standing, Mr. Ben Corser responded on behalf of the graduates. He shared about his personal journey through the EMBA program, and how it helped him broaden his perspective and realize his true potential as a business leader. During his studies Mr. Corser also found the time to change careers and start a family!

Mr. Francis Lai from HSE EE brought the official part of the event to a closure, and invited all the guests for tea reception. We at HSE EE want to thank all participants for making this graduation special and wish you all the best both in your professional, as well as your personal life!



Friends celebrating their achievement: Juang Meng Mok, Adrianna Low, Steve Liew, Mike Tiong

HSE EMBA 2008 Cohort

HSE EMBA March 08 cohort started their studies with an intriguing topic of 'Strategic & Financial Impacts of Information Technologies' on March 8th-9th, 2008. The seminar was presented by professor Anitesh Barua from McCombs School of Business in The University of Texas at Austin. March/April 2008 cohort consists of 14 students from industries ranging from consulting and education to IT and oil & gas.



Ann Calman, Anand Arunachalam, Tee Chee Yen and Gay Peng Kee working on an assignment (Picture from the April 5-6 class 'Negotiation and Conflict Resolution')

During the intensive weekend the students were equipped with frameworks and analytical tools to understand the economic and strategic implications of IT, as well as risks and pitfalls of IT decisions. These theories were then put in practise with several case studies and assignments. The new group found a common tune already during their first day together, and are looking forward to an enriching and rewarding program together!

Reminder!

Revised registration deadline for HSE EMBA International week in August 24th-31st, 2008 in Helsinki is April 30. Please note that it is possible to attend the program also partially.

For any enquiries and to register, please email: emba@hsee.com.

Upcoming Events

HSE EE Lecture Series

May 23, 2008

Growing Your Business in a Time of Great Change

By Professor John Doggett, The University of Texas, Austin, USA

America has slipped into a recession that is battering global markets. China's continued growth has created a "seller's market" for commodities. Professor Doggett will talk about what businesses in Singapore can do to profit from a rapidly changing global environment.

Event Details:

Talk: Growing Your Business in a Time of Great Change

Date: May 23, 2008

Time: 3:00 pm

Venue: SCCC Building
47 Hill Street #09-00, Singapore 179365

Fee: \$15

The event is co-organized with Singapore Chinese Chamber of Commerce (<http://english.sccci.org.sg>). To register, please email us at emba@hsee.com, and send your payment to (payable to HSE Executive Education Pte Ltd) HSE EE at 50 Armenia Street, #02-03 Wilmer Place. Please note that the number of seats is limited.



Professor Anitesh Barua in the last HSE EE Seminar 'Destroying or Deconstructing Value Chain Through Outsourcing on March 7th, 2008.

Refer a Friend Scheme

HSE EE acknowledged that our students and alumni are our best ambassadors in market to communicate the value and qualities of our EMBA program. Therefore we would like to give you a small initiative to put a good word forward.

Our HSE EE refer a friend scheme offers \$500 reward for anyone who refers to us a friend who starts in our EMBA program!

HSE EE Career Watch

HSE EMBA is a highly regarded qualification among Singapore headhunters. We at HSE EE are looking into ways to provide career advancement opportunities for our EMBA students and alumni.

This month, we encourage you to send your resumes to Cindy Yeo from Citadel Search (Email cindy@citadel.com.sg). Citadel Search is a dynamic Executive Search firm that have partnered clients from diverse industries ranging from the Petrochemical, FMCG, Manufacturing, Financial, Medical, Insurance and the IT fields with search assignments spanning Singapore, China and Vietnam. More about Citadel Search at: <http://www.citadel.com.sg/>.

Job Opportunities through Alumni Network

HSE EE students and alumni also have the opportunity to advertise openings in their companies through HSE EE alumni network. This month we have received four opportunities from our alumni for you to consider.

To enquire or apply to these positions, please alias directly with the recruiting company. Note in your application that you heard about the opportunity through HSE EE. Contact details provided below with the job description.

HSE EE Singapore also has two openings in business development. Please take time to consider working for your own school or forward the details to anyone that may be interested!

BOC Aviation

BOC Aviation is the leading Asia-based aircraft leasing company, with a fleet of over 80 modern aircraft in service with 30 airlines worldwide. Formerly known as Singapore Aircraft Leasing Enterprise (SALE), the company was acquired by Bank of China at the end of 2006 and is now embarking on the next phase of its expansion. We are seeking suitably qualified candidates to fill the following position:

Head of Corporate Finance

Based in Singapore and reporting to the Deputy Managing Director & Chief Financial Officer, the successful candidate will manage a team responsible for the Company's global treasury, funding, hedging, cashflow planning and cash management activities, as well as setting up policies and procedures for the management of these activities. The successful candidate will advise senior management on funding strategies and funding requirements which include planning and securing financing for the acquisition of assets which entail widening the company's global bank group

and diversifying into other sources of financing such as long term funding from non-bank financial institutions, securitization and aviation trusts. In addition, the successful candidate will be responsible for the supervision of the existing portfolio management team to ensure that airlines meet their contractual obligations as set out under the lease agreements, and back office operations for trades relating to treasury activities.

To qualify for this role individuals must possess:

- at least 15 years transaction experience with banks/corporate finance houses. Aviation related transaction experience will be an added advantage
- excellent verbal and written communication skills
- strong analytical and evaluation skills
- an attention to details while working in a fast paced environment

CHIEF ACCOUNTING OFFICER

Reporting directly to the CFO, the successful candidate will be responsible for the development and management of the financial accounting function which includes Management and Financial Reporting in relation to Singapore and International GAAP and relevant regulatory requirements for the Group. You will also be responsible for annual budgets variance analysis, long term forecast and accounting system and development for the Group. In addition, you will provide strategic financial advice to capitalize on growth opportunities including accounting treatment and tax planning. You will ensure proper controls are in place and ensure accuracy, timeliness and great professional quality in the reporting and support to senior management and Board. You will provide direction and leadership for and oversee staff development of the finance and tax teams.

To qualify for this role, individuals must self-motivated and possess:

- CPA with solid senior financial and accounting leadership experience in financial services sector or MNC with treasury centre in Singapore.
- excellent knowledge of Singapore FRS and international transfer pricing issues.
- proven and strong advisor to business leaders and strong contributor at both management and team level.
- good communication skills to interact effectively at senior executive level and the shareholder in Beijing.
- ability to work well under pressure without compromising accuracy.

TREASURY OPERATIONS MANAGER

The successful candidate will be responsible for ensuring that transactions originated and contracted by the Treasury department are properly authorized in accordance with the Company's policies and procedures, and that controls are in place for such transactions. You will be responsible for the processing and settlement of treasury transactions with counterparties and reconciliation of transactions and positions. The scope of work includes:

- Set up controls for Treasury transactions.
- Ensure that treasury transactions are processed and payments settled in a timely manner, in compliance with Company's policies with a full documentary audit trail.
- Ensure transactions are authorized and confirmed with counterparties efficiently, accurately and promptly.
- Monitor counterparty risk including credit rating and concentration risk.
- Input deal information into Treasury Information System.

- Update company loan repayment schedules.
- Check cashflow forecasts to data in Treasury Information System.
- Liaise with Finance on accounting treatment of derivatives.
- Mark-to-market derivatives.

To qualify for this new role, individuals must possess:

- degree in Finance or Accountancy
- at least 5 years of experience in treasury settlement operations
- good knowledge of financial products including derivatives
- an attention to detail while working in a fast paced environment

Please send or email, in complete confidence, your full CV with details of current remuneration to:

Head of Human Resources
 BOC Aviation Pte. Ltd.
 8 Shenton Way #18-01
 Singapore 068811
 Email: hrd@bocaviation.com

Closing Date: 30th April 2008
 Website: www.bocaviation.com

Manager, Investment & Treasury
 (Company name not disclosed)

Overall Purpose of the Job

The Investment & Treasury Manager is in charge of all treasury operations and services, liquidity management and consolidation of bank account balances, cash pooling and identification of foreign exchange exposures. Other key elements of the position include financial reporting, debt and derivatives reporting, and supporting the activities of the business service centre. The Investment & Treasury Manager is also responsible for maintaining controls documentation and will receive training in operational duties to support the system of internal controls. The role also involves extensive liaison with the senior management team and support units.

Specific Responsibilities:

- Supports the development of treasury risk management policies, processes, controls and procedures; develops specifications, selects, implements and reviews treasury IT systems
- Covers and assists in profit and loss compilation, reporting and analysis with regard to such products as bonds, certificates of deposit, foreign exchange, futures, money market and swaps
- Ensures best level execution of currency-funded deals using such instruments as cash reinvestment, foreign exchange and interest rate swaps
- Provides advice on new financial derivatives strategies
- Works in a team to provide inputs on and to manage the accounting for various financial instruments, including internal and external reporting, management of cash flow exposures and optimization of daily multi-currency flows
- Implements investment strategies and processes; supervises investment managers and custodian bank

- Prepares annual disclosure requirements and debt reporting in accordance with International Financial Reporting Standards ('IFRS') and ensures reconciliations to US GAAP
- Performs general ledger reconciliations and reporting
- Monitors and reports on risk positions; performs month-end reconciliations
- Prepares monthly and ad hoc management reports
- Initiates and implements automation of daily processes; ensures standardization of treasury processes and controls across all units
- Liaises with internal and external auditors; maintains procedures and controls to audit standards
- Undertakes investigations and resolution of ad hoc issues

Required Skills / Work Experience:

- At least 5 to 8 years in a corporate treasury and/or banking role, with significant treasury and/or investment management experience, particularly in global cash management
- Prior experience in account reconciliation, financial reporting, and debt and derivatives reporting in a corporate treasury function
- Prior exposure to banking and cash management processes in an international environment would be advantageous
- Aptitude to learn and apply accounting standards, particularly in relation to fair value and hedge accounting
- Ability to grasp technical concepts quickly
- Able to work independently or as part of a team
- Meticulous with a keen eye for detail, strong work ethic, ability to multi-task in a fast-paced environment, high degree of drive

Required Qualifications

- Degree in Finance/Accounting or a professional accountancy qualification

For further information and applications, please contact Ms. Evelyn Teo, Managing Director of HeadStart (Email: evelyn.teo@headstarters.com).

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 Email: evelyn.teo@headstarters.com
 Website: www.headstarters.com

Assistant Director/ Director (Executive Development)
 HSE Executive Education

Job Purpose

To drive sales of degree or non degree programs, consultancy and training into a portfolio of clients; to create and manage forecasts of future achievement; to be responsible for the management of these clients, and in particular, for their satisfaction; to build an understanding of the market and to act as a liaison between

HSE Executive Education and the market; to deliver market intelligence to enable HSE EE to better position its products and services; to achieve allocated targets on programs and services, ensuring a healthy portfolio of offerings are taken across a wide range of clients; to ensure that reporting salespeople are developed and are able to achieve successively greater targets; to establish and drive sales campaigns.

Job Activities:

1. Charged to introduce and sell the full scope of HSE Executive Education's services and capabilities to new and existing clients, with a particular focus on new business development. To build strong long lasting relationships with customers, managing accounts both effectively and efficiently. To introduce world class business issue solutions, leveraging internal resources to support customers and the sales approach.
2. Account and Business Development Planning to prioritize opportunities and build an approach strategy into clients / prospects. Focus on expansion of existing accounts into new Divisions or new areas of HSE Executive Education competency, but also on bringing high value new accounts to HSE Executive Education.
3. Demonstrate a high level of skill in maximizing the impact of HSE Executive Education prospecting events and other marketing initiatives to build an opportunity pipeline.
4. Generate sales in assigned accounts/portfolio through the development of senior, often 'C' level, relationships in client and prospect organizations.
5. Be able to demonstrate a thorough understanding of industry trends and issues facing a client's sector. Have a clear and detailed approach to prospecting an account prior to initial senior level contact.
6. Demonstrate an ability to engage 'C' level personnel in a strategic business issue dialogue, uncovering client/prospect needs, both implicit and explicit. Be able to effectively credential HSE Executive Education through exploration of results driven case studies.
7. Be able to demonstrate a clear link between HSE Executive Education capabilities/business outcomes and the issues faced by the client/prospect. Engage internal HSE Executive Education resources (Consulting / Custom) appropriately in the sales process to secure and expand an initiative.
8. Able to facilitate discussions between client and instructor in the content development for customized programs.
9. Working with other team members, develop and deliver sophisticated presentations to prospects demonstrating the HSE Executive Education approach to an initiative and effectively overcome implicit or explicit concerns.
10. Show an advanced skill level in the negotiation of complex client agreements which deliver required profit margins to HSE Executive Education at the same time as ensuring client satisfaction.
11. Retain overall responsible for the satisfaction and profitability of each client account through the account life cycle.

12. Meet & exceed revenue & profit targets. Focus primarily on developing MNC accounts.
13. Adhere to the HSE Executive Education territory alignment and segmentation policies, designed to maximize profitable revenue and client satisfaction.
14. To prepare a forecast monthly against sales and to monitor and manage changes to the forecast to ensure that the pipeline of activity is always sufficient to meet the allocated target(s).
15. To create and manage the sales budget for the territory.

Specific Skills/Competencies Required and Desired:

1. Technical Skills: Strong verbal communication, presentation and written skills; strong conceptual and analytical skills; extensive knowledge of business/economic environment; forecasting skills; strong customer-centered selling skills. Ability to present and defend point of view constructively and persuasively.
2. Managerial Skills: Time and project team management skills. Very strong influencing skills. Exceptional listening and interpersonal skills. Accountability.
3. Professional Skills: Independent; self driven; well-organized; inspires confidence in self and HSE Executive Education; models customer focus. Adjusts readily to multiple demands and shifting priorities. Works well under pressure. Demonstrates sound business judgment, common sense and insight. Insatiable curiosity and drive to succeed. Perseverant and upbeat. Understands how to work with senior level management. Problem solver. High energy, drive, entrepreneurial spirit. Behaves consistently with expressed values and ethical principles.
4. Language Skills: Spoken and or written Chinese is an added advantage.

Interested applicants, please send your resume with a brief cover letter in English together with expected remuneration to ceciliaow@hsee.com. Closing Date: 30 April 2008. Note: Only short-listed candidates will be notified.