

Training Program

CEO

CHIEF EXECUTIVE OFFICER

PACE
INSTITUTE OF MANAGEMENT

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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 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,

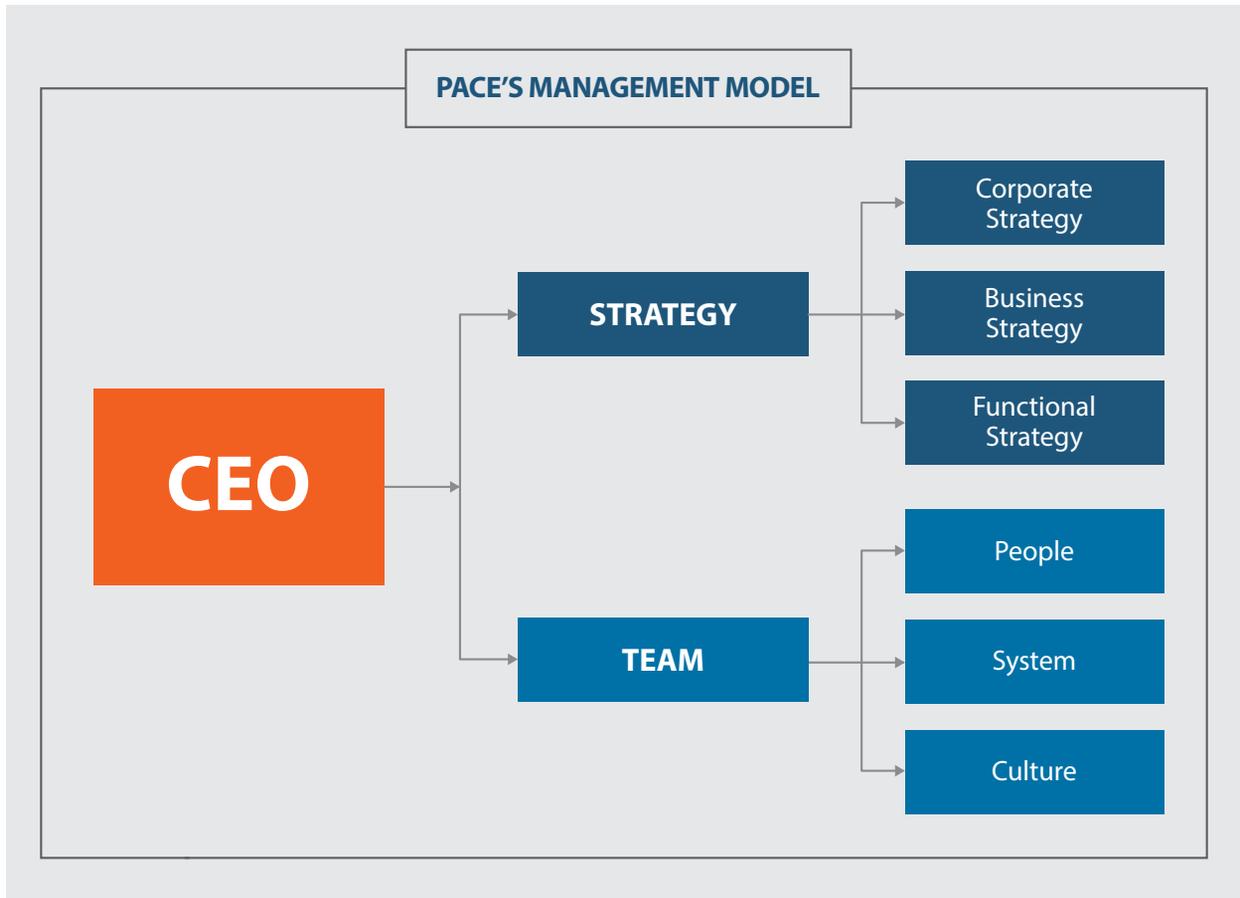


practical case studies and meaningful individual projects and exercises, participants will be engaged in interactive activities that help them internalize and integrate the course material to their own experiences and situations. Through these interactions, participants will also learn what is required 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 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. 4.5-month and 03-month programs are offered for participants' convenience.

PROGRAM OBJECTIVES



The CEO Program is developed based on PACE's Management Model

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 strongly desire to be high-performing CEOs.

TARGET PREREQUISITES

- Prospective participants must be at least 22 years old.
- 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 DURATION

Each program includes 108 periods and lasts 4.5 months for daytime classes or 03 months for evening classes.

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.



PROGRAM CONTENT

SUBJECTS		Session	Hours
I. Ideologies			
1	Learning Revolution	2	6
2	Being a Professional CEO	1	3
3	Business Philosophy	1	3
4	Life Management Program	2	6
II. Overall Management			
1	Leadership Development	4	12
2	Strategic Management	4	12
3	Corporate Management System	4	12
4	Corporate Culture	2	6
III. Functional Management			
1	HR Management for Leaders	2	6
2	Marketing Management for Leaders	2	6
3	Sales Management for Leaders	2	6
4	Financial Management for Leaders	2	6
5	Accounting Management for Leaders	2	6
IV. Background			
1	Laws on Business	2	6
2	Economics for Leaders	1	3
3	Reinvent & NextGen Model	1	3
V. Program Summary			
1	Program Summary	1	3
2	An End That Starts	1	3
*	Graduation Ceremony	*	*
TOTAL		36	108



PACE Institute of Management (PACE) is a leading school 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 achieve its mission, PACE focuses on the following areas: **Corporate Training, Management Consulting, Book Publishing, and Seminars & Conferences**. In addition, PACE also initiates and manages several ***not-for-profit educational projects*** to actualize our mission in an overall and sufficient way.

Since its inception in 2001, PACE has expanded from solely providing business training to offering a wide range of high-quality programs and many resources and initiatives that expand the knowledge and deepen the skills of Vietnamese business leaders and professionals. To date, **more than 110 training programs** at PACE have been attended by **over 115.000** business leaders, managers and executives from local and foreign enterprises, public and private sectors, officials from central and local State agencies, and leaders from not-for-profit and non-governmental organizations in Vietnam.

In addition, PACE organizes local and international seminars and conferences on economics, business, management, leadership, culture and education. Particularly, in efforts to link the local community with the world’s great minds, PACE has organized international seminars presented by **Prof. Philip Kotler** (Father of Modern Marketing), **Prof. Michael Porter** (Father of Modern Strategy), **Mr. Paul Krugman** (Nobel Laureate in Economics), **Prof. Dave Ulrich** (The world’s most influential person in Human Resource Management), **Prof. Stephen M. R. Covey** (Father of “The Speed of Trust”), and so on. These seminars have brought influential insights from the world-renowned business thinkers to more than 22.000 CEOs, high-level executives, government officials, professionals, and scholars.

Last but not least, PACE also initiates and manages several not-for-profit educational projects. One of the not-for-profit endeavors is the OpenEdu Initiative. With the motto “for Self-Enlightening”, the diverse activities of OpenEdu include IPL Scholarship which offers 100% scholarships to young leaders aged 20-27, GoodBooks.org, Annual Book Awards, OneBook, Talk & Think forums and others. Each of PACE’s activities and non-profit projects plays a collaborative role in broadening and developing the educational and intellectual advancement of leaders across sectors and building opportunities for youth and young professionals to become competent and innovative leaders in Vietnam.

PACE’S GLOBAL PARTNERS

- **FranklinCovey (FC)** is a high-trust global leading organization specializing in leadership development, effectiveness improvement and culture creation. FranklinCovey Vietnam (a Member of PACE) is an exclusive partner of FranklinCovey to deliver FranklinCovey’s world-class training programs and consulting solutions in Vietnam. (www.FranklinCovey.vn).
- **Balanced Scorecard Institute (BSI)** is the world’s leading organization for strategy management and performance management. Balanced Scorecard Vietnam (a Member of PACE) is the only authorized partner of Balanced Scorecard Institute in Vietnam, Laos and Cambodia. (www.BalancedScorecard.vn).
- **Society for Human Resource Management (SHRM)** is the world’s largest HR membership organization devoted to HR professional development and the advancement of standards of HR professionals worldwide. PACE is SHRM’s Exclusive Representative in Vietnam. (<https://shrm.PACE.edu.vn>).

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