

The Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) in its continuing endeavor to keep the country's corporate leaders and ambitious professionals abreast of evolving global changes, has once again partnered with one of the world's leading graduate business schools to bring to Sri Lanka the renowned Global Strategic Management Programme.

The four-day management programme by INSEAD from 28th to 31st of January 2013, at the Waters Edge, Battaramulla targeting general managers, senior managers and members of project teams will cover a thought provoking outline of topics on how Sri Lankan business leaders can take advantage of emerging opportunities, and how they can expand business operations while responding positively to challenging economic times.

The programme is designed to benefit three key groups: managers who are new to implementing strategy, or are moving into a more challenging implementation role or simply looking for new ideas to try where others have failed.

The programme will be a platform where participants will gain new insights about the hidden barriers to strategic execution and on how to overcome them. At the end of the programme, participants of the programme will leave with an action plan of execution and permanent understanding of how to get results from future strategic initiatives.

The four day programme will be conducted by Prof. Jasjit Singh, an associate Professor of Strategy who specializes in teaching on competitive strategy, strategic innovation and global strategy in INSEAD's MBA, EMBA, Executive and PhD programmes.

CA Sri Lanka President, Mr. Sujeewa Rajapakse said that the Institute, in its capacity as one of the country's largest professional organisations with a membership of over 4300 chartered accountants, has always been in the forefront striving to provide the country's business community the best of services and world class opportunities for their professional advancement.

"Our tie up with INSEAD dubbed as the Business School of the World is one such initiative. So far, our programmes in the past with INSEAD has been well received, which was why we decided to diversify the programmes offered instead of only concentrating on a single area of specialization," Mr. Rajapakse added.

Prof. Singh's research interests include Strategic Management, Innovation, Knowledge Management & Diffusion, Social Networks, Economic Geography, International Business and Emerging Market Strategy. His research, which has won several awards, has appeared in leading academic journals like Management Science, Journal of International Business Studies, Journal of Law, Economics & Organization, Industry & Innovation, and Research Policy.

Prof. Singh earned his Ph.D. in Business Economics at Harvard Business School. He also holds M.A. in Economics from Harvard University, M.S. in both Management and Computer Science from Georgia Institute of Technology, and B. Tech. in Computer Science & Engineering from Indian Institute of Technology Delhi.

Chief Executive Officer of CA Sri Lanka, Mr. Aruna Alwis emphasised that the forthcoming programme scheduled for later this month will be CA Sri Lanka's fourth tie up with INSEAD. "In 2011, the Institute introduced INSEAD's Global Leadership Programme which received an overwhelming response and subsequently led to two more sold out programmes in Colombo," he added.

INSEAD is a pioneer of international business education based in Europe. With campuses in France, Asia and Abu Dhabi, and a research centre in Israel, INSEAD's business education and research spans three continents. Its 145 renowned Faculty members from 36 countries inspire more than 1,000 participants in MBA, Executive MBA and PhD programs, and also executives exceeding 9,500 who participate in INSEAD's executive education programmes.