



31st Thai-Japanese Management Development Program



College of Management
Mahidol University

In corporation with
CICOM BRAINS

Program Overview

Program Features:

- ▶ Practical management training program by College of Management, Mahidol University (CMMU) which is the nation's top-level university.
- ▶ Designed for Thai managers in Japanese companies, with high potential for future senior management
- ▶ Hybrid contents of universal management skills and practical skills applicable to managers' work
- ▶ Taught in Thai language to stimulate mutual learning

Benefit for employers:

- ▶ Help speed up localization and enhance competitiveness through
 - Talent development on the manager level
 - Positive impact on HR retention & recruitment

Benefit for participants:

- ▶ Help develop confidence and recognition by
 - Getting nominated and receiving CMMU certificate
 - Acquiring practical managerial acumen and skills

Thai Japanese Management Development Program

Target: This course is designed for Middle Managers(*) in Sales, Marketing, Product•Service Development, Purchasing and HR & Administration Department in both manufacturing and non-manufacturing companies.
(*) Managers who have been 3-5 years at that position

Style of this seminar: This course encourages all participants to involve more discussion, role play and group work with minimum lecturing. To do so, each participant can mix with different people from different industry effectively.

31st Training contents are:

Course1. Strategic Marketing Management	2 days
Course2. Operations Management	2 days
Course3. Logical Thinking for Effective Problem Solving	2 days
Course4. Organizational Behavior	2 days

Course 1

★ **Subject:** Strategic Marketing Management

★ **Training Duration:** 2 days [19th– 20th September, 2017]

★ **Target:** Middle Management Thai Managers

(Sales Managers, Marketing Managers, Product Managers, HR Managers, etc.)

★ **Language:** Thai

★ **Course Overview**

The increasingly global diversity comes with new marketing challenges to all companies. The success marketing stories in the past may no longer be viable for today marketplace. Learn new and updated marketing concept to response to recent changes in Asian countries market. It's crucial to analyze the external and internal situation in order to make Marketing Strategy, the participants will learn various analysis methods and decision making through case study, class discussion and exercises, and follow the Thailand 4.0.

★ **Coverage:**

- New paradigm of Marketing Management
- Market Research updated
- SWOT Analysis
- STP (Segmentation, Target Marketing, Positioning)
- Brand Components
- Video Clip case

- 4P's vs 4C's for B2B
- Neuro-Marketing
- Environmental analysis (Internal and external)
- Blue Ocean Strategy
- Innovation Strategy
- Digital Marketing
- Case Study

Course1: SEMINAR Detail-Strategic Marketing Management

	Day 1	Day 2
AM 9:00am-12:00pm	Introduction -Strategic Management -What the Marketing ? -New paradigm of Marketing Management -Market Research updated Video Clip case	-4P's vs 4C's -4C's for B2C→B2B -4P's vs 4C's for→B2B -Environmental analysis Video Clip case Case Study Activity
	Lunch	Lunch
PM 13:00am-16:00pm	-SWOT Analysis -STP Analysis -Price focused Video Clip case Case Study Activity	-Blue Ocean Strategy -Strategy Canvas -B2B Information, Trend, Analysis, Benchmark Case Study Activity

Course 2

★ **Subject:** Operations Management

★ **Training Duration:** 2 days [4th – 5th October, 2017]

★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

Operations Management focuses on carefully managing the processes to produce and distribute products and services. It's often known as well as “Lean”, is a management practice that considers the expenditure of resources for any goal other than the creation of value for the end customer to be wasteful, and thus a target for elimination.

This course aims at understanding how Operations Management carried out in an organization depends very much on the nature of the products or services in the organization and how it can be effectively managed.

- ★ **Coverage:**
- The Components of Value
 - Competitive Advantage, Process, 10 Strategic OM Decisions
 - What is lean ? : 5 key Principles of Lean Management
 - Identification of Value
 - Waste, 8 types of waste
 - The value chain concept
 - Value Stream Map the Existing Process
 - Redesigning the Operations

Course2: SEMINAR Detail- Operations Management

	Day 1	Day 2
AM 9:00am-12:00pm	Introduction to operations management What / Why OM Case Example -Competitive Advantage -Process -10 Strategic OM Decisions	Analyzing the Current Operations -Value Stream Map the Existing Process Purpose of VSM / Element of VSM / Example of VSM Work shop: Create Current state of VSM -Waste, 8 types of waste Value-added, non-value added activities
	Lunch	Lunch
PM 13:00am-16:00pm	-What is lean ? -5 key Principles of Lean M. Work shop: Traditional vs Lean Process Work shop: Select your Project -What is value ? Work shop: Identify Value	-Redesigning the Operations -Tools, 5S, Pokayoke, Visual Control, Standard Work, -Value Stream Map of Future State Work shop: Identify Process change opportunities, Mapping the Future State (Presentation + Incorporate)

Course 3

★ **Subject:** Logical Thinking for Effective Problem Solving

★ **Training Duration:** 2 days [22nd – 23rd November, 2017]

★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

This course, Logical Thinking, will develop participants' ability to analyze situations and problems logically. It presents models and tools for decision makers, in a persuasive and effective manner - in formal presentations, meetings and group situations and in writing.

The course adopts a logical step-by-step format, using both strategy + tactical mindsets to approach and solve problems. Participants gain knowledge of rational decision making and non-rational techniques for decision making.

★ **Coverage:**

- Objective & Over View (Usage, Location and Details of Logical Strategy)
- System 1 vs System 2 Thinking
- Tactical vs Strategic Mindset
- Logical problem solving process
- Paradigm vs P-type
- Offer the Systematic Thinking
- Simple rule to Strategy Presentation
- Decision Making Issue

Course3: SEMINAR Detail- Logical Thinking for Effective Problem Solving

	Day 1	Day 2
AM 9:00am-12:00pm	<ul style="list-style-type: none"> -Introduction -Foundation of Strategic Thinking -Usage, Location and Details of Logical Strategy -Stakeholders -SWOT Analysis 	<ul style="list-style-type: none"> -Paradigm vs P-type -Office of Strategy Management (OSM) -OSM & Organizational Structure -Role and Responsibilities of OSM -Competency of the OSM personnel Workshop Exercise
	Lunch	Lunch
PM 13:00am-16:00pm	<ul style="list-style-type: none"> -Simple rule of Logical Strategy -System 1 vs System 2 Thinking -Logical Problem Solving Process <p>Workshop Exercise</p>	<ul style="list-style-type: none"> -Offer the Systematic Thinking -Simple rule to Strategy Presentation -Story Telling <p>-ACCORD Framework</p> <p>-Risk Management</p> <p>-Decision Making Issue</p>

Course 4

- ★ **Subject:** Organizational Behavior
- ★ **Training Duration:** 2 days [28th – 29th November, 2017]
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)
- ★ **Language:** Thai
- ★ **Course Overview**

Leading individuals and organizations effectively is the key to managerial excellence. Yet, it could be one of the most difficult challenges as a manager. Through the intersection of knowledge, experience, and self-understanding, this course is designed to help managers meet several facets of this challenge and facilitate their individual development into a more effective organizational member and leader. The intent of this course is to become familiar with organizational behavior concepts and their application in contemporary organizations.

★Coverage:

EQ & Emotions at work

- Emotional intelligence
- How EQ can affect managerial behavior and results
- Your own EQ as a leader

Motivation

- To understand factors that impact human motivation
- To analyze human motivation
- Motivation strategy on an individual or group

Change Management

- The importance of managing change
- Identify sources of resistance to change
- Force-field analysis
- Organizational Development

Course2: SEMINAR Detail- Organizational Behavior

	Day 1	Day 2
AM 9:00am-12:00pm	EQ & Emotions at work -What is Emotional Intelligence and Understand how -Your own EQ as a leader (with Questionnaire) -How to enhance Your EQ	Motivation at Work (Cont.) -Motivation strategy on an individual or group Workshop: Planning to increase your employee motivation levels
	Lunch	Lunch
PM 13:00am-16:00pm	Motivation at Work -Motivation & Understand factors Impact human / Motivation / Analyze human motivation Case study Video Clip Activity	Change Management -The importance of managing "Change" -Force-field analysis -8 Stages in Leading Change -Organizational Development -OD Activities Workshop Exercise

Expected Trainers

Aj. Burim Otakanon (Strategic Marketing Management)

Program Chair of Marketing at College of Management, Mahidol University

Education: MBA. New Hampshire College, Southern New Hampshire University, U.S.A
Advanced Certificate in International Business, New Hampshire College, Southern New Hampshire University, U.S.A
Ph.D. Candidate, Kasetsart University

Aj. Prattana Punnakitikashem (Operations Management)

Assi. Prof. at College of Management, Mahidol University

Education: M.S. Industrial Engineering the University of Texas at Arlington
Ph.D. Industrial Engineering the University of Texas at Arlington

Expected Trainers

Aj. Rath Dhnadirek (Logical Thinking and Decision Making)

Lecturer at College of Management, Mahidol University

General Manager, T. Dhnarath International Co. Ltd

Co-Managing Director and Senior Partner, Sycamore Management Consulting

Education: Doctor of Philosophy (Ph.D.) Degree in Marketing with a concentration area in Consumer Psychology and Decision Sciences (Support Area: Statistics and Quantitative Analyses), The University of Chicago

Aj. Parisa Rungruang (Organizational Behavior)

Assi. Prof. at College of Management, Mahidol University

Education: MBA. International Business, UNIVERSITY OF BIRMINGHAM, UK
Ph.D. Human Resource Management, MONASH UNIVERSITY, Melbourne, Australia

Seminar Schedule

[Course 1]

Strategic Marketing Management

Date: 19 - 20 September, 2017
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

[Course 3]

Logical Thinking for Effective Problem Solving

Date: 22 - 23 November, 2017
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

[Course 2]

Operations Management

Date: 4 - 5 October, 2017
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

[Course 4]

Organizational Behavior

Date: 28 - 29 November, 2017
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

★ If more than 2 subjects are chosen, discount will be given!!

★ If more than 5 participants are coming from one company, discount will be given!!

Comments from participants of program

- ▶ It was meaningful that I could discuss with participants from other companies.
- ▶ It was interesting to me that we did case study, group discussion then finally did presentation.
- ▶ The trainers are friendly, rich in experiences and used many down to earth examples for us to understand.
- ▶ It was very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ It was a great benefit to me how to do to approach and solve problems as team management.
- ▶ It's very useful for me to manage and develop own working process by Operations Management skill.
- ▶ To come to know new friends is fun!
- ▶ Learnt in this course, it's very useful for my working place because it's not only academic theory but also practice group discussion and presentation training.
- ▶ It helps me to communicate with the subordinate better and to understand the problem in organization.
- ▶ Please click the training gallery at the website!

→ <http://www.cmmu.mahidol.ac.th/training/index.php/training-gallery>

Class Atmosphere



How to Apply

▶ Price:

- 13,000 Baht for Strategic Marketing Management
- 13,000 Baht for Operations Management
- 13,000 Baht for Logical Thinking for Effective Problem Solving
- 13,000 Baht for Organizational Behavior

Application form:

Please send the attached form to Ms. Chamaiporn (Tae) at c.thamma@cicombrains.com by email.

▶ Application deadline:

- Course 1 : Strategic Marketing Management
- Course 2 : Operations Management
- Course 3 : Logical Thinking for Effective Problem Solving
- Course 4 : Organizational Behavior

11th September, 2017

26th September, 2017

14th November, 2017

20th November, 2017

How to Apply (Continued)

- ▶ **Payment method:**

After deadline date, CMMU will send you an invoice. Please make a payment according to the indication written on the invoice either pay by check or by bank transfer.

- ▶ **Payment deadline:**

Before the first day of each training (Bangkok time at 18:00)

- ▶ **Cancellation Clause:**

Cancellations within 30 - 20 days of delivery date will be charged 30% of whole amount above mentioned.

Cancellations within 19 days until the day before delivery date will be charged 50% of whole amount above mentioned.

Cancellations after 5:00pm the day before the delivery date or on the same day as the delivery date will be charged 100% of whole amount above mentioned.

Enquiry

▶ **Bangkok:**

Tel: (66)-82-671-8574 (English / Thai)

Person in charge: Ms. Chamaiporn Thammanayakatip (Tae)
Ms. Nishada Namchoathirun (G)

Email: c.thamma@cicombrains.com / n.namchoat@cicombrains.com

Japanese Free Call: 001-8001-3201-3892 (Japanese)

Person in charge: Ms. Endo

Email: h.endo@cicombrains.com

▶ **Tokyo:**

Tel: (81)-3-5294-5576

Person in charge: Mr. Jigami / Ms. Otoguro

Email: cbubcl@cicombrains.com

Website: <https://www.cicombrains.com/CB-UBCL/>

Venue

Map to CMMU : College of Management, Mahidol University
4th Fl. 69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400
Tel: 02-206-2000 Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

