



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.

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.

33rd Training contents are:

Course1. A-B-C's of Management (Basic Management Skill)	2 days
Course2. Logical Thinking & Decision Making	2 days
Course3. Project Management – Module1	2 days
Course4. Fundamental Marketing Management	2 days

Course 1

- ★ **Subject:** A-B-C's of Management (Basic Management Skill)
- ★ **Training Duration:** 2 days [23rd -24th May, 2018]
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)
- ★ **Language:** Thai

★ Course Overview

Management is both arts and science. With or without management background, managing people can be quite challenging. Often times people become a manager with no formal background in management and their technical skills is not much helpful when it comes to people problems.

This course, A-B-C's of Management, was designed to help participants better understand the significant roles they play as a manager in an organization. It also helps raise participants' awareness of their own personality type and how it influences their interaction with other people, both Thais and Japanese.

The course is activity-based with mini-lectures and debriefs.

★ Coverage:

- Jobs Managers Do
- Management vs. Leadership
- Personality Types and Management
- Self-Assessment
- Meeting Management
- Effective Communication
- Cross-cultural Issues

Course1: SEMINAR Detail- A-B-C's of Management

	Day 1	Day 2
AM 9:00am- 12:00pm	<ul style="list-style-type: none"> -Introduction -Management vs. Leadership -Personality Types and Jobs -The 4 Preferences, starting with self-awareness <p>Workshop Exercise</p>	<ul style="list-style-type: none"> -Meeting Management & Team Decision Making, Presentation -Effective Communication <p>Workshop Exercise</p>
	Lunch	Lunch
PM 13:00am- 16:00pm	<ul style="list-style-type: none"> -Meeting Management & Team Decision Making -Consensus Decision Making <p>Workshop Exercise</p>	<ul style="list-style-type: none"> -Cross Cultural Issue at work Case study: Sawat dee vs. Hello vs. Ohayo Workshop Exercise -Strategies to work effectively with others with a different P-type and different culture

Course 2

- ★ **Subject:** Logical Thinking & Decision Making
- ★ **Training Duration:** 2 days [26th – 27th June, 2018]
- ★ **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)
- Traditional vs Strategic Problem Solver
- Stretch Goal Capacity
- Logic/ Simple Rule, Platform Thinking
- Logical problem solving process
- Case Activity
- Office of Strategy Management (OSM)
- 4 Foundation: Strategic Interaction
- Tactical vs Strategic Mindset
- System1 vs System 2 Thinking
- Paradigm & P-type & EQ
- Risk Management
- Decision Making Issue

Course2: SEMINAR Detail- Logical Thinking & Decision Making

	Day 1	Day 2
AM 9:00am-12:00pm	<ul style="list-style-type: none"> -Introduction -Foundation of Logical Thinking -Usage, Location and Details of Logical Strategy -Traditional vs Strategic Problem Solver -Stretch Goal Capacity (Growth Mindset, Passion and Leadership) -Planning Issue 	<ul style="list-style-type: none"> -Recapitulate: Day 1 -Office of Strategy Management (OSM) -4 Foundation: Strategic Interaction -Strategic Framework -Tactical vs Strategic Mindset -System 1 vs System 2 Thinking
	Lunch	Lunch
PM 13:00am-16:00pm	<ul style="list-style-type: none"> -Simple Rule of Logical Strategy -Platform Thinking -Logical Problem Solving Process -Effective Steps to Project -Workshop Exercise 	<ul style="list-style-type: none"> -Content vs Relationship Based Persuasion -Simple Rule of Content-Based Persuasion -Paradigm & P-type & EQ -Risk Management -Decision Making Issue -Workshop Exercise

Course 3

- ★ **Subject:** **Project Management – Module1**
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Training Duration:** 2 days [12th -13th June, 2018]
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)
- ★ **Language:** Thai

★ **Course Overview**

The use of project management becomes more and more important. Businesses regularly apply project management approach to accomplish non-repetitive and unique assignments within limited resources and under critical time constraints.

This course aims at understanding the role of a project in their organizations and mastering project management tools and techniques, and interpersonal skills necessary to orchestrate projects from start to finish.

★ **Coverage:**

- Defining the project
- Setting the scope, Establishing the project priorities
- Creating Work Break down Structure (WBS)
- Developing a project plan
- Estimating project duration and resources
- Managing project teams
- Building high performance project teams
~Managing virtual project teams
- Managing Risk & Change Management
- Case Activity

Course3: SEMINAR Detail- Project Management – Module1

	Day 1	Day 2
AM 9:00am-12:00pm	<ul style="list-style-type: none"> -Introduction -Project Life Cycle <p>Workshop Exercise</p> <ul style="list-style-type: none"> -Defining the Project -Project Scope -Project Priority Matrix 	<ul style="list-style-type: none"> -Gantt Chart -Microsoft Project (Critical Path, Project Scheduling) -Develop a Project Gantt Chart <p>Workshop Exercise</p>
	Lunch	Lunch
PM 13:00am-16:00pm	<ul style="list-style-type: none"> -Creating the Work Breakdown Structure -Process Breakdown Structure -Developing a Project Plan -Develop a Project Network <p>Workshop Exercise</p>	<ul style="list-style-type: none"> -Resource Allocation -Scheduling Resources and Cost -Reducing Project Duration -Managing Risk & Change Management <p>Workshop Exercise</p>

Course 4

- ★ **Subject:** Fundamental Marketing Management
- ★ **Training Duration:** 2 days [17th - 18th July, 2018]
- ★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers, HR Managers etc.)
- ★ **Language:** Thai

★ Course Overview

This course is a comprehensive marketing course that focuses in fundamental of marketing process.

This course has designed to provide breadth and depth of market conceptual and analytical tools for tackle the ever-changing marketing problems. It is 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.

The course includes “the difference between Marketing and Sales” and learn how some companies utilize Marketing analysis to apply in real Marketing situation.

★ Coverage:

- Marketing Mind
- Marketing in an Organization
- Holistic Marketing
- PEST Analysis
- STP (Segmentation / Target Market / Positioning)
- Marketing Strategy
 - 4P's vs. 4C's
- Experiential Marketing Management (CRM + CEM)
- Blue Ocean Strategy
- Case Activity

Course4: SEMINAR Detail- Fundamental Marketing Management

	Day 1	Day 2
AM 9:00am- 12:00pm	Introduction -Marketing Mind -Marketing in an Organization -Holistic Marketing -PEST Analysis Video Clip case	-4P's vs 4C's -4P Analysis -Environmental analysis -Experiential Marketing Management Case Activity
	Lunch	Lunch
PM 13:00am- 16:00pm	-STP Analysis Segmentation / Target Market / Positioning -4P's & 4C's Video Clip case Case Activity	-Blue Ocean Strategy -Strategy Canvas -The Four Actions Framework Case Activity

Expected Trainers

Aj. Pornkasem Kantamara (A-B-C's of Management)

Assi. Prof. at College of Management, Mahidol University

Education: B.A. in French, Chulalongkorn University, Bangkok, Thailand.
M.A. in Teaching English to Speakers of Other Languages (TESOL),
School for International Training, USA.
Ed.D. in General Administrative Leadership, Vanderbilt University, USA.

Aj. Rath Dhnadirek (Logical Thinking & 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: Ph.D. in Marketing with a concentration area in Consumer Psychology
and Decision Sciences (Support Area: Statistics and Quantitative
Analyses), The University of Chicago, USA

Expected Trainers

Aj. Nathasit Gertsri (Project Management – Module1)

Assoc. Prof. at College of Management, Mahidol University

Education: B. Eng in mechanical engineering from Chulalongkorn University (Thailand) and dual M.S. degrees in mechanical engineering and engineering management.
Ph.D. in Systems Science/Engineering and Technology Management from Portland State University, USA

Aj. Burim Otakanon (Fundamental Marketing Management)

Program Chair of Marketing at College of Management, Mahidol University

Education: MBA. New Hampshire College, Southern New Hampshire University, USA
Advanced Certificate in International Business, New Hampshire College, Southern New Hampshire University, USA
Ph.D. Candidate, Kasetsart University (Thailand)

Seminar Schedule

[Course 1]

A-B-C's of Management

Date: 23rd – 24th May, 2018
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]

Project Management – Module1

Date: 12th – 13th June, 2018
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]

Logical Thinking & Decision Making

Date: 26th – 27th June, 2018
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]

Fundamental Marketing Management

Date: 17th – 18th July, 2018
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 2 subjects are chosen, discount will be given!!

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

※ Please kindly understand that the schedule may be changed

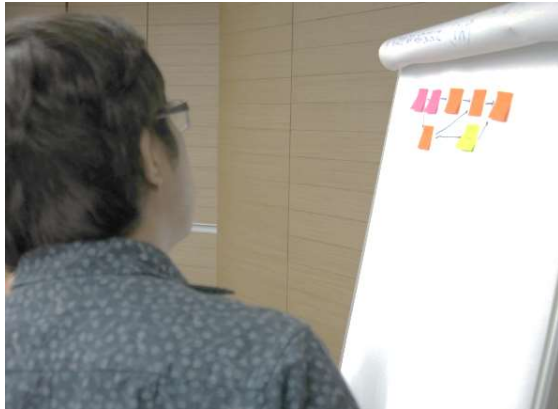


Comments from participants of program

- ▶ 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.
- ▶ 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 A-B-C's of Management
13,000 Baht for Logical Thinking & Decision Making
13,000 Baht for Project Management – Module1
13,000 Baht for Fundamental Marketing

▶ Application form:

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

▶ Application deadline:

Course 1 : A-B-C's of Management	9 th May, 2018
Course 2 : Logical Thinking & Decision Making	10 th June, 2018
Course 3 : Project Management - Module1	29 th May, 2018
Course 4 : Fundamental Marketing Management	2 nd July, 2018

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>

