



# 34th Thai-Japanese Management Development Program

## — Middle Management Development Program —



College of Management  
Mahidol University

In corporation with  
**CICOM BRAINS**

# Program Overview

## Program Features:

- ▶ Practical management training program designed by College of Management, Mahidol University (CMMU) which is the one of the top-level university.
- ▶ Designed for management level Thai staffs who work 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 companies:

- ▶ 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
  - Receiving CMMU certificate for completing the course
  - Acquiring practical management knowledge and skills

# Thai Japanese Management Development Program

**Target:** This program 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 in that position.

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

**34<sup>th</sup> Training contents are:**

- |  |        |
|--|--------|
| ➤ Course 1. Organizational Behavior          | 2 days |
| ➤ Course 2. Customer Relationship Management | 2 days |
| ➤ Course 3. Strategic Management             | 2 days |

# Course 1

- ★ **Subject:** Organizational Behavior
- ★ **Training Duration:** 2 days [ 22<sup>nd</sup> – 23<sup>rd</sup> August 2018 ]
- ★ **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. However, 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

# Course1: Seminar Detail- Organizational Behavior

	Day 1	Day 2
<b>AM</b> <b>9:00 - 12:00</b>	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
<b>PM</b> <b>1:00 - 4:00</b>	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

# Course 2

- ★ **Subject:** Customer Relationship Management
- ★ **Training Duration:** 2 days [ 25<sup>th</sup> – 26<sup>th</sup> September 2018 ]
- ★ **Target:** Middle Management Thai Managers  
(Sales Managers, Marketing Managers, Product Managers etc.)
- ★ **Language:** Thai

## ★ Course Overview

Customers are one of the most important assets of the company. In order to enhance corporate competitiveness, it is very important to build good relationships with customers and maintain them.

This course focuses on the methods to approach customers and data collection/analysis and make decisions to optimize the value over time. The contents will focus on strategic and analytic to manage customer relationship that will aid in customer acquisition, development and retention, and link these through the central concept of customer lifetime value.

## ★ Coverage:

- Understanding of key concepts and best practices of CRM
- CRM value proposition for different market concepts
- Impact of CRM on customer experience, satisfaction and loyalty
- Knowledge of CRM customer data acquisition, management, research, analysis and use
- Impact of social networking on CRM best practices
- Case study

## Course2: Seminar Detail- Customer Relationship Management

	Day 1	Day 2
<b>AM</b> <b>9:00 - 12:00</b>	<ul style="list-style-type: none"><li>- Understanding of key concepts and best practices of CRM</li><li>- What is CRM?</li><li>- CRM and Value</li></ul> <p>Case Activity</p>	<ul style="list-style-type: none"><li>- Customer Life Cycle Management</li><li>Customer acquisition/Customer satisfaction/Customer retention</li><li>- Communication Strategy</li><li>- Social network and CRM</li></ul> <p>Case Activity</p>
	Lunch	Lunch
<b>PM</b> <b>1:00 - 4:00</b>	<ul style="list-style-type: none"><li>- Customer loyalty</li><li>- Analyze Customer Needs / Want / Demand</li></ul> <p>Case Activity</p>	<ul style="list-style-type: none"><li>- SRM, supplier as an internal customer</li><li>- Supply positioning model</li><li>- Supplier referencing model</li></ul> <p>Case Activity</p>

# Course 3

- ★ **Subject:** Strategic Management
- ★ **Training Duration:** 2 days [ 12<sup>th</sup> – 13<sup>th</sup> September 2018 ]
- ★ **Target:** Middle Management Thai Managers  
( Sales Managers, HR Managers, Product Managers, Accounting Managers etc.)
- ★ **Language:** Thai
- ★ **Course Overview**

Change is inevitable. Therefore, in order to succeed, managers have to develop the core resources and capabilities to gain and sustain a competitive advantage in challenging future business arenas.

For mid-level managers, this course is the first step in gaining the knowledge, tools, techniques, and experience to carry out their roles more strategically.

Participants will gain a deeper understanding of strategic management and the link between each level of strategic intent from vision to action plan. They will also learn techniques to help set unit goals, strategies, and initiatives in order to align them with the organizations strategies.

## ★ Coverage:

- Introduction of strategic management & the alignment to operational management
- Strategic intent (Vision, Mission, Strategy)
- Strategic analysis (setting goals, strategies & initiatives)
- Strategy Execution (Strategy map, Balance scorecards)
- The five major elements of strategy
- Strategic Implementation
- SWOT Analysis
- Resources Analysis and Functional Strategy
- Action Plan (setting upper levels goal, measure and strategic activities)
- Strategic Control (sensing & responding to deviations from plan)

# Course 3: Seminar Detail- Strategic Management

	Day 1	Day 2
<b>AM</b> <b>9:00 - 12:00</b>	<p>Introduction</p> <ul style="list-style-type: none"> <li>- Think Strategically</li> <li>- Strategic Management Process</li> <li>- Developing a Strategic Vision</li> <li>- Vision from current situation</li> </ul> <p>Case Study</p>	<ul style="list-style-type: none"> <li>- Internal or Micro-Environment</li> <li>- Components of Internal Analysis</li> <li>- Sustainable Competitive Advantage</li> <li>- SWOT Analysis</li> </ul> <p>Case Study</p>
	Lunch	Lunch
<b>PM</b> <b>1:00 - 4:00</b>	<ul style="list-style-type: none"> <li>- Phase of the Strategy</li> <li>- Situation Analysis</li> <li>- The Components of a Company's Macro-Environment</li> <li>- The Five Forces Model of Competition</li> </ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"> <li>- McKinsey 7S Model of Strategy</li> <li>- Strategy Test</li> <li>- Strategic Management Process</li> </ul> <p>Workshop Exercise</p>

# Expected Trainers

**Dr. Parisa Rungruang** (Organizational Behavior)

**Asst. Prof. at College of Management, Mahidol University**

**Education:**

- MBA. International Business, University of Birmingham, UK
- Ph.D. Human Resource Management, Monash University, Melbourne, Australia

**Dr. Phallapa Petison** (Customer Relationship Management)

**Asst. Prof. at College of Management, Mahidol University**

**Education:**

- MBA. Asian Institute of Technology
- Ph.D. International Business, Asian Institute of Technology

**Dr. Noppakorn Klintong** (Strategic Management)

**Lecturer at College of Management, Mahidol University**

**Education:**

- MBA. (Business Administration), Thammasat University
- Ph.D. (Technopreneurship & Innovation Management), Chulalongkorn University

# Seminar Schedule

## **[Course 1] Organizational Behavior**

**Date:** 22<sup>nd</sup> – 23<sup>rd</sup> August 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] Customer Relationship Management**

**Date:** 25<sup>th</sup> – 26<sup>th</sup> September 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] Strategic Management**

**Date:** 12<sup>th</sup> – 13<sup>th</sup> September 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

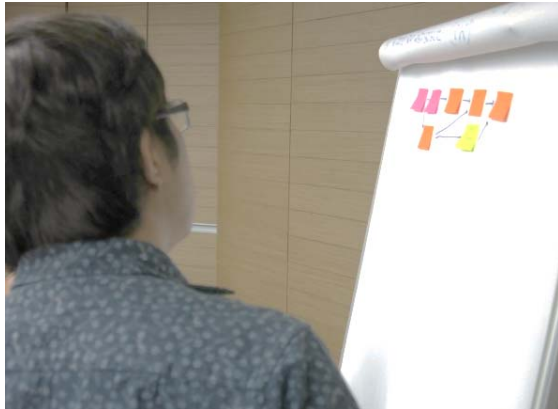


# Comments from participants of program

- ▶ 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 Strategy Planning properly, I would like to challenge new Strategic Management 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 Organizational Behavior

13,000 Baht for Customer Relationship Management

13,000 Baht for Strategic Management

- ▶ Application form:

Please fill in and send the attached application form to Ms. Chamaiporn (Tae) at [cbubcl@cicombrains.com](mailto:cbubcl@cicombrains.com)

- ▶ Application deadline:

Course 1 : Organizational Behavior

Course 2 : Customer Relationship Management

Course 3 : Strategic Management

8<sup>th</sup> Aug. 2018

11<sup>th</sup> Sep. 2018

29<sup>th</sup> Aug. 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](mailto:c.thamma@cicombrains.com) / [n.namchoat@cicombrains.com](mailto:n.namchoat@cicombrains.com)

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

**Person in charge:** Ms. Endo

**Email:** [h.endo@cicombrains.com](mailto:h.endo@cicombrains.com)

▶ **Tokyo:**

**Tel:** (81)-3-5294-5576

**Person in charge:** Mr. Jigami / Ms. Otoguro

**Email:** [cbubcl@cicombrains.com](mailto:cbubcl@cicombrains.com)

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

## Venue

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