



35th 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. Therefore, participant will be grouped with participants from different companies to expand their own viewpoints.

35th Training contents are:

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| ➤ | Course 1. Making Innovation Happen | 2 days |
| ➤ | Course 2. Teamwork Management | 2 days |
| ➤ | Course 3. Coaching and Feedback Giving | 2 days |
| ➤ | Course 4. Operations Management | 2 days |

Course 1

- ★ **Subject:** **Making Innovation Happen**
~Making innovation happen and effectively manage in your organization
- ★ **Duration:** 2 days [27th – 28th November, 2018]
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

This course will be focused on discussion over the innovative product, process, business model, and organization as the key challenges to organizations that are currently facing in managing technology and innovation. With the right mindset, an organization could effectively build up innovation capabilities to fulfill its strategic goals and strengthening competitiveness.

This module challenges the participant to take a candid look at their personal leadership style, values and impact. With guidance from the expert instructor, the participant will explore ways to create an innovation mindset and culture and constantly improve team management, solutions & capabilities and effective communication skill.

★ **Coverage:**

- Why innovation matters
- Forms of Innovation
- Sources of Innovation, Open innovation
- Systematic approach to innovation with design thinking
- Various strategies to drive innovation
- Creating an Innovation Culture in your organization
- Challenges in Managing Innovation:
 - Technology, organization and change
- Managing Disruptive Innovation

Course1: Seminar Detail- Making Innovation Happen

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none"> - Why innovation matters: Setting the right mindset on why an organization has to emphasize technology and innovation for maintaining its competitiveness - Making Innovation Happen <p>Exercise: Brainstorming</p>	<ul style="list-style-type: none"> - Managing Innovation for Commercialization - Strategies to Innovation: Lessons from Case Studies (incl. product, process, business model, and organization) <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> - Sources of Innovation: Where new products and services come from - Managing Innovation Activities through a systematic approach <p>Case Study Workshop Exercise: Explore the process for driving innovation</p>	<ul style="list-style-type: none"> - Creating an Innovation Culture - Challenges in Managing Innovation: Technology, organization and change - Managing Disruptive Innovation <p>Case Study Workshop Exercise</p>

Course 2

★ **Subject:** **Teamwork Management**

★ **Duration:** 2 days [10th -11th October, 2018]

★ **Target:** Middle Management Thai Managers

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

★ **Language:** Thai

★ **Course Overview**

Team-based management is not anything new. However, effective teamwork has been one of the on-going issues an organization has been struggling with. Work achievement directly depends on an effective team. But, a sense of team does not just happen; it requires planning to develop a system that will enhance it. It requires an effort on the part of the manager, and, more importantly, of the team members. This course is designed to develop a better understanding of what a team means and how it develops, and to present different ways of enhancing team work in an organization.

★ **Coverage:**

- Team development stages
 - What is a team?
 - How does it develop?
- How should you deal with your team in each stage?
- High Performance Team Management Systems
- Attributes for Successful Teamwork
- Three Steps to Successful Teamwork
- To identify causes of team conflict and how to avoid them or deal with them constructively
- To understand how communication in an organization affects team achievement

Course2: Seminar Detail- Teamwork Management

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none"> -Phase of Team Development -Stages of Team Development Forming Stage / Storming Stage/ Norming Stage / Performing Stage / Adjourning Stage / Team Development Stage 	<ul style="list-style-type: none"> -Attributes for successful teamwork -Three steps to successful teamwork <p>Case Study Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> -8 Team Management System <p>Case Study Workshop Exercise</p>	<ul style="list-style-type: none"> -Linear Model of Communication -Conflict in communication -Providing Feedback -Resolving Breakdowns <p>Case Study Workshop Exercise</p>

Course 3

★ **Subject:** Coaching and Feedback Giving

★ **Duration:** 2 days [7th – 8th November, 2018]

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

★ **Language:** Thai

★ **Course Overview**

Not only in sports, 'Coaching' is also significant in the game of business and management. People-related issue is probably one of the most difficult challenges to deal with. However, it always arises and is inevitable as long as managers still work with people. This course is designed to assist managers to tackle this challenge in a more effective way by equipping them with various coaching approaches and tools. The course focuses on developing coaching skills of the participants. With effective coaching and feedback giving skills, managers will be able to improve their staff's performance; and people-related issue will not turn into a more serious problem.

★ **Coverage:**

Coaching 101

- Self-awareness – Pre-requisite of effective coaching
- Basics of coaching
- What does it mean and how do we use it?
- Needed skills to be an effective coach
- Objectives of coaching and feedback giving
- Roles of a Coach and a Coachee

Coaching questions

- What's to ask and not to ask

Feedback giving 101

- Constructive feedback giving skills

The Practice

Course3: Seminar Detail- Coaching and Feedback Giving

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none"> -Purpose & Objectives -Personality Types and Coaching -P-Type test -Why Coaching?: Key Benefits -What is Coaching? -Goals of a Coach 	"8-Step-Coaching" Model (Cont.) <ul style="list-style-type: none"> -5.Get commitment -6.Confront excuses and resistance -7.Clarify consequences; don't punish -8.Don't give up (This is just the start) Case Activity
	Lunch	Lunch
PM 1:00-4:00	"8-Step-Coaching" Model <ul style="list-style-type: none"> -1.Be Supportive(Foundation Step) -2.Define the topic and needs(The Feedback) Workshop Exercise <ul style="list-style-type: none"> -3.Establish impact -4.Initiate a plan (The Brain-Action & Payoff) -Case Activity 	5 Coaching skills that every manager needs to have <ul style="list-style-type: none"> -Close-ended/Evaluative Questions -Open-ended/Inviting Questions -Role Play (Coach/Coachee/Observer) -Personnel Action Plan

Course 4

- ★ **Subject:** Operations Management
- ★ **Duration:** 2 days [20th – 21st November, 2018]
- ★ **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

Course4: Seminar Detail- Operations Management

	Day 1	Day 2
AM 9:00-12:00	<p>Introduction to operations management</p> <p>What / Why</p> <p>OM Case Example</p> <ul style="list-style-type: none"> -Competitive Advantage -Process -10 Strategic OM Decisions 	<p>Analyzing the Current Operations</p> <ul style="list-style-type: none"> -Value Stream Map the Existing Process <p>Purpose of VSM / Element of VSM / Example of VSM</p> <p>Work shop: Create Current state of VSM</p> <ul style="list-style-type: none"> -Waste, 8 types of waste <p>Value-added, non-value added activities</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> -What is lean ? -5 key Principles of Lean M. <p>Work shop: Traditional vs Lean Process</p> <p>Work shop: Select your Project</p> <ul style="list-style-type: none"> -What is value ? <p>Work shop: Identify Value</p>	<ul style="list-style-type: none"> -Redesigning the Operations -Tools, 5S, Pokayoke, Visual Control, Standard Work, <ul style="list-style-type: none"> -Value Stream Map of Future State <p>Work shop: Identify Process change opportunities, Mapping the Future State (Presentation + Incorporate)</p>

Expected Trainers

Dr. Nathasit Gerdsri (Making Innovation Happen)

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

Dr. Vichita Ractham (Teamwork Management)

Assoc. Prof. at College of Management, Mahidol University

Education: BSc. (1992) in Business Administration (concentration: Statistics) from Chulalongkorn University, Thailand
M.Sc.(1995) and Ph.D. degree (2000) in Information Science from University of Pittsburgh, USA.

Expected Trainers (Continued)

Dr. Pornkasem Kantamara (Coaching and Feedback Giving)

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.

Dr. Prattana Punnakitikashem (Operations Management)

Assi. Prof. at College of Management, Mahidol University

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

Seminar Schedule

[Course 1]

Making Innovation Happen

Date: 27th – 28th November, 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]

Coaching and Feedback Giving

Date: 7th – 8th November, 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]

Teamwork Management

Date: 10th – 11th October, 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]

Operations Management

Date: 20th – 21st November, 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

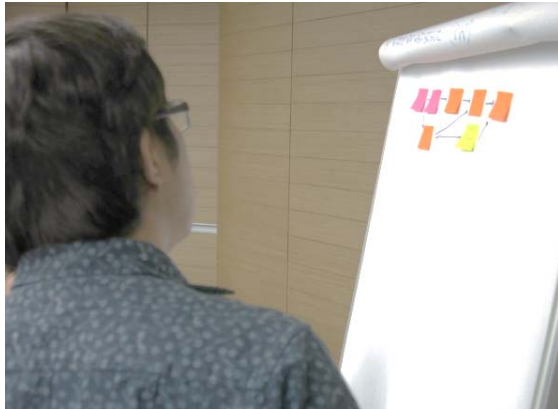


Comments from participants of program

- ▶ 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 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 Making Innovation Happen
13,000 Baht for Teamwork Management
13,000 Baht for Coaching and Feedback Giving
13,000 Baht for Operations Management

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Making Innovation Happen	13 th Nov. 2018
Course 2 : Teamwork Management	26 th Sep. 2018
Course 3 : Coaching and Feedback Giving	22 nd Oct. 2018
Course 4 : Operations Management	6 th Nov. 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>

