



36th Thai-Japanese Management Development Program

— Middle Management Development Program —



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.

36th Training contents are:

- | | |
|---|--------|
| ➤ Course 1. Project Management – Module 1 | 2 days |
| ➤ Course 2. Making Innovation Happen | 2 days |
| ➤ Course 3. Strategic Marketing Management | 2 days |
| ➤ Course 4. Basic Finance for Non-Finance Manager | 2 days |

※Course 2 was moved from November 2018

- ★ **Subject:** **Project Management – Module I**
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Duration:** 2 days [13th – 14th February 2019]
- ★ **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

Course 1: Seminar Detail- Project Management – Module I

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">-Introduction-Project Life Cycle Workshop Exercise <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 Workshop Exercise
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">-Creating the Work Breakdown Structure-Process Breakdown Structure-Developing a Project Plan-Develop a Project Network Workshop Exercise	<ul style="list-style-type: none">-Resource Allocation-Scheduling Resources and Cost-Reducing Project Duration-Managing Risk & Change Management Workshop Exercise

- ★ **Subject:** **Making Innovation Happen**
~ Making innovation happen and effectively manage in your organization ~
- ★ **Duration:** 2 days [27th – 28th February 2019]
- ★ **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

Course 2: 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>

- ★ **Subject:** Strategic Marketing Management
- ★ **Duration:** 2 days [13th– 14th March 2019]
- ★ **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 the changes in Asian market.

It is crucial to analyze the external and internal situation in order to make Marketing Strategy. In this course, 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

Course 3: Seminar Detail - Strategic Marketing Management

	Day 1	Day 2
AM 9:00-12:00	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 1:00-4:00	-SWOT Analysis -STP Analysis -Price focused Video Clip case Case Study Activity	-Blue Ocean Strategy -Strategy Canvas -B2B Information, Trend, Analysis, Benchmark -Thailand 4.0 Case Study Activity

Course 4

★ **Subject:** **Basic Finance for Non-Finance Managers**

★ **Duration:** 2 days [21st – 22nd March 2019]

★ **Target:** Middle Management Thai Managers

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

★ **Language:** Thai

★ **Course Overview**

This course is designed for the general business personnel that have minimum knowledge in the field of finance and financial management. The course will begin with a general overview and then go into more detail on several concepts, financial instruments, and techniques used in financial decision making.

The objective of this course is to introduce personnel into the world of finance. Anyone involved with the management of a business needs to have at least some minimal knowledge of business finance. In addition, this course will introduce personnel to the basic financial principles and concepts such as time value of money, asset valuation, and risk and return.

★ **Coverage:**

- The foundations of finance
- Accounting from a finance perspective
- Understanding financial statements
- Annual Report/ Income Statement/
Balance sheet
- Financial Ratios/ Ratio Analysis
- Financial analysis and credit management
- Financial planning and forecasting
- Cash flow analysis
- Case Activity

Course 4: Seminar Detail- Basic Finance for Non-Finance Managers

	Day 1	Day 2
AM 9:00-12:00	<p>Part1: Issues in Finance</p> <ul style="list-style-type: none">-Financial Economic/ Business/Political Issues <p>Part2: Understanding Financial Statement Overview</p> <ul style="list-style-type: none">-Managerial accounting-Planning & Control Cycle-Financial vs Managerial Accounting	<p>Part3: Financial Ratios Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none">-Ratio Analysis <p>Profitability ratio/ Liquidity ratio/ Leverage ratio/ Efficiency ratio/ Investment ratio/ Other ratio</p> <p>Case Interpreting financial analysis</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">-What is Financial Analysis?-What is an Annual Report?-Basic Accounting Principles <p>Case Study Example of a Balance Sheet</p> <p>Case Study Example of a Income Statement</p> <p>Workshop: Choosing one company in the group</p>	<p>Part4: Corporate Finance</p> <ul style="list-style-type: none">-What is your opportunity cost?-The concept of Time Value of Money-How to enhance shareholder value <p>Mini case</p>

Expected Trainers

Aj. Nathasit Gerdsri (Project Management- Module 1/ 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

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

Aj. Arichai Ractham (Basic Finance for Non Finance Managers)

Lecturer at College of Management, Mahidol University

Director and In-House Financial Consultant, SYNTEC Construction PCL,

Education:

- B.A. in Economics and Business Administration, Eastern Washington University, USA.
- Master of Science in International Finance, University Of Idaho, USA
- Master of Financial Economics Claremont Graduate School, Claremont CA - USA.
- Ph.D. in Financial Economics: Peter F. Drucker Graduate School of Management at the Claremont Graduate School, Claremont CA - USA.

Seminar Schedule

[Course 1]

Project Management – Module 1

Date: 13th – 14th February 2019
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]

Making Innovation Happen

(This course was moved from November 2018)

Date: 27th – 28th February 2019
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 Marketing Management

Date: 13th – 14th March 2019
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]

Basic Finance for Non-Finance Manager

Date: 21st – 22nd March 2019
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!! except [Making Innovation Happen]

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

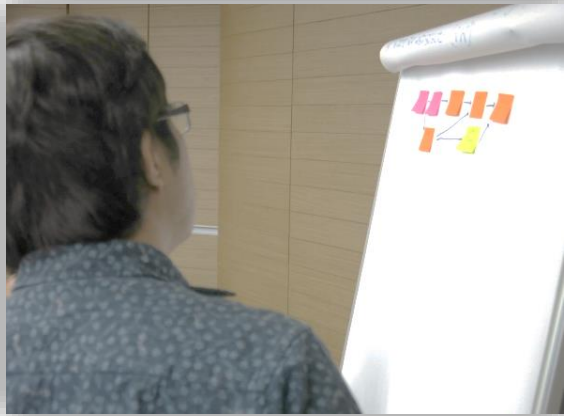
※ Please kindly understand that the schedule may be changed



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.
- ▶ This was the first time for me to learn financial principles and concepts properly so I would be changing my mind better at my work place.
- ▶ 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 Project Management – Module 1

13,000 Baht for Making Innovation Happen

13,000 Baht for Strategic Marketing Management

13,000 Baht for Basic Finance for Non-Finance Manager

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Project Management – Module 1

30th JAN. 2019

Course 2 : Making Innovation Happen

13th FEB. 2019

Course 3 : Strategic Marketing Management

27th FEB. 2019

Course 4 : Basic Finance for Non-Finance Manager

7th MAR. 2019

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>

