



37th 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.

37th Training contents are:

Course1. Principles of Management	2 days
Course2. Logical Thinking & Decision Making	2 days
Course3. Teamwork Management	2 days
Course4. Operations Management	2 days

Course 1

★ **Subject:** Principles of Management

★ **Training Duration:** 2 days [15th - 16th May 2019]

★ **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, Principles 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- Principles of Management

	Day 1	Day 2
AM 9:00 – 12:00	<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 1:00 – 4:00	<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

- ★ **Subject:** Logical Thinking & Decision Making
- ★ **Training Duration:** 2 days [18th – 19th June 2019]
- ★ **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 and tactical mindsets to approach and solve problems. Participants gain knowledge of rational decision making and non-rational techniques for decision making.

★ Coverage:

- Objective & Overview (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 9:00 – 12:00	<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 1:00 – 4:00	<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:** Teamwork Management
- ★ **Training Duration:** 2 days [5th - 6th June 2019]
- ★ **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, 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.

Course3: 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 Case Study Workshop Exercise
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">-8 Team Management System Case Study Workshop Exercise	<ul style="list-style-type: none">-Linear Model of Communication-Conflict in communication-Providing Feedback-Resolving Breakdowns Case Study Workshop Exercise

Course 4

- ★ **Subject:** Operations Management
- ★ **Training Duration:** 2 days [10th – 11th June 2019]
- ★ **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. This management practice, often as known as “Lean”, can enhance overall efficiency and productivity such as cost reduction, personnel adjustment, quality improvement etc. which will enhance customer competitiveness.

This course aims at understanding how Operations Management would be carried out in an organization. By understanding the nature of the products or services in the organization, it can be effectively managed.

★ Coverage:

- The Components of Value
- Identification of Value
- Competitive Advantage, Process, 10 Strategic OM Decisions
- Waste, 8 types of waste
- What is lean?: 5 key Principles of Lean Management
- 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	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 1:00 – 4:00	-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)

Expected Trainers

Dr. Pornkasem Kantamara (Principles 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.

Dr. 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

Dr. Vichita Ractham (Teamwork Management)

Associate Professor at College of Management, Mahidol University

Education:

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

Dr. Prattana Punnakitikashem (Operations Management)

Assistant professor at College of Management, Mahidol University

Education:

- M.S. Industrial Engineering, University of Texas at Arlington.
- Ph.D. Industrial Engineering, University of Texas at Arlington.

Seminar Schedule

[Course 1]

Principles of Management

Date: 15th – 16th May 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]

Teamwork Management

Date: 5th – 6th June 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]

Logical Thinking & Decision Making

Date: 18th – 19th June 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]

Operations Management

Date: 10th – 11th June 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!!

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

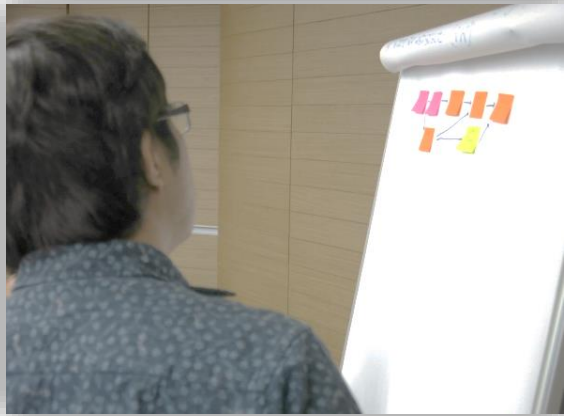
✂ Please kindly understand that the schedule may be changed.



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 Principles of Management

13,000 Baht for Logical Thinking & Decision Making

13,000 Baht for Teamwork Management

13,000 Baht for Operations Management

- ▶ Application form:

Please send the attached form to Ms. Chamaiporn (Tae) at

cbubcl@cicombrains.com by email.

- ▶ Application deadline:

Course 1 : Principles of Management

2nd May 2019

Course 2 : Logical Thinking & Decision Making

5th June 2019

Course 3 : Teamwork Management

23rd May 2019

Course 4 : Operations Management

28th May 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/>

Map to CMMU : College of Management, Mahidol University
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