



39th Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



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.

39th Training contents are:

Course1. Operations Management	2 days
Course2. Strategy & Execution	2 days
Course3. Customer Relationship Management	2 days
Course4. Organizational Behavior	2 days

Course 1

★ **Subject:** Operations Management

★ **Training Duration:** 2 days [1st – 2nd October, 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
- 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

Course1: 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>

Course 2

★ **Subject:** Strategy & Execution

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

★ **Target:** Middle Management Thai Managers

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

★ **Language:** Thai

★ **Course Overview**

Strategy & Execution Course provides the insights and tools to bridge that difficult gap between the rational development of strategy and real-life execution. It helps to identify hidden traps, balance the rational with the emotional and build the internal capability to continue implementing strategy successfully.

The program provides a ready-made support network in the form of fellow participants facing similar challenges. Arrive with a strategy report and leave with an action plan that delivers results. As the final step in what can sometimes be an arduous process, strategy execution is vitally important to get right for your company, especially if it is a key component of its business transformation.

★ **Coverage:**

- Introduction Strategy & Strategic Thinking
- Strategic Management process
- Strategic analysis
- Strategy Formulation
- Strategic Implementation & Control
- Strategic Alignment
- Strategy Execution (Balance scorecards, Strategy map)
- Strategic Management Level
- Corporate Strategy & Operation Strategy
- The Process of Operation Strategy
- Strategic Initiatives (Current Situation / Action Plans / Goals)

Course2: Seminar Detail- Strategy & Execution

	Day 1	Day 2
AM 9:00 -12:00	<ul style="list-style-type: none"> - Introduction Strategy & Strategic Thinking - Strategic Management Process - Developing a Strategic Vision - Phase of the Strategy <p>Case Study</p>	<ul style="list-style-type: none"> - Strategic Alignment - Strategy Execution (Balance scorecards, Strategy map) - Strategic Management Level - Components of Internal Analysis - Corporate Strategy / Business Strategy / Functional Strategy <p>Case Study</p>
	Lunch	Lunch
PM 1:00 - 4:00	<ul style="list-style-type: none"> - Strategic Alignment - Situation Analysis (PESTEL, FIVE FORCES, SWOT) - Strategy Formulation (Vision, Mission, Strategic Issues, Goals, Strategic Objectives) - Strategic Implementation & Control (Strategic Initiatives, Action Plans, KPIs) <p>Workshop Exercise</p>	<ul style="list-style-type: none"> - The Process of Operation Strategy - Strategic Management & Operations - Strategic Initiatives (Current Situation / Action Plans / Goals) <p>Workshop Exercise</p>

Course 3

- ★ **Subject:** Customer Relationship Management
- ★ **Training Duration:** 2 days [7th – 8th November, 2019]
- ★ **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

Course3: Seminar Detail- Customer Relationship Management

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

Course 4

- ★ **Subject:** Organizational Behavior
- ★ **Training Duration:** 2 days [27th –28th November, 2019]
- ★ **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

Course4: Seminar Detail- Organizational Behavior

	Day 1	Day 2
AM 9:00 - 12:00	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
PM 1:00 - 4:00	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

Expected Trainers

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.

Dr. Poomporn Thamsatitdej (Strategy & Execution)

Lecturer at College of Management, Mahidol University & Director of Mahidol University Business Incubator

Education:

- M.S. in Management Science, Strathclyde Business School, The University of Strathclyde, Scotland
- D.B.A. in Management Science, Strathclyde Business School, The University of Strathclyde, Scotland

Expected Trainers

Dr. Phallapa Petison (Customer Relationship Management)

Assistant. Prof. at College of Management, Mahidol University

Education:

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

Dr. Parisa Rungruang (Organizational Behavior)

Assistant. Prof. at College of Management, Mahidol University

Education:

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

Seminar Schedule

[Course 1]

Operations Management

Date: 1st – 2nd October, 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]

Customer Relationship Management

Date: 7th – 8th November, 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]

Strategy & Execution

Date: 15th – 16th October, 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]

Organizational Behavior

Date: 27th – 28th November, 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!!

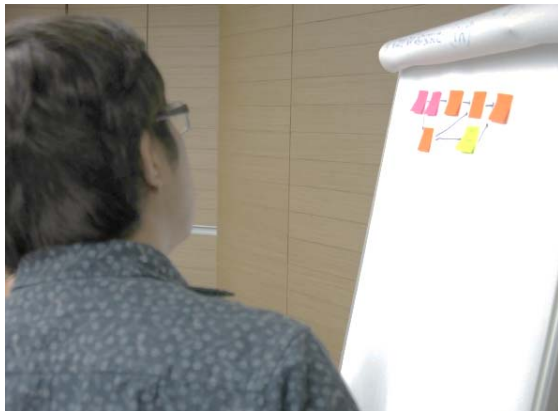
※ Please kindly understand that the schedule may be changed.



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's very useful for me to manage and develop own working process by Operations Management skill.
- ▶ 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 & Facebook !
 - <http://www.cmmu.mahidol.ac.th/training/index.php/training-gallery>
 - www.facebook.com/cmmuexecutiveeducation/

Class Atmosphere



How to Apply

▶ Price:

13,000 Baht for Operations Management

13,000 Baht for Strategy & Execution

13,000 Baht for Customer Relationship Management

13,000 Baht for Organizational Behavior

▶ Application form:

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

cbubcl@cicombrains.com by email.

▶ Application deadline:

Course 1 : Operations Management

17th Sep. 2019

Course 2 : Strategy & Execution

1st Oct. 2019

Course 3 : Customer Relationship Management

24th Oct. 2019

Course 4 : Organizational Behavior

13th Nov. 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

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
 4th Fl. 69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400
 Tel: 02-206-2000 Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>