41st Thai-Japanese Management Development Program

－Middle Management Development Program－

College of Management
Mahidol University

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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 <u>Thai language</u> 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 <u>CMMU certificate</u> for completing the course
  ◦ Acquiring practical management knowledge and skills

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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, <u>participant will be grouped with participants from different companies to expand their own viewpoints.</u>

41st Training contents are:

Course 1 Logical Thinking & Decision Making	2 days
Course 2 Customer Relationship Management	2 days
Course 3 Project Management - Module 1	2 days
Course 4 Project Management - Module 2	2 days

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Course 1

★ **Subject**： Logical Thinking & Decision Making

★ **Training Duration**： 2 days 〔 15th − 16th July 2020 〕

★ **Target**： Middle Management Thai Managers

★ **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 ＋ 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

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Course 1: Seminar Detail- Logical Thinking & Decision Making

	Day 1	Day 2
AM **9:00 – 12:00**	- 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	- 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**	- Simple Rule of Logical Strategy - Platform Thinking - Logical Problem Solving Process - Effective Steps to Project - Workshop Exercise	- Content vs Relationship Based Persuasion - Simple Rule of Content-Based Persuasion - Paradigm & P-type & EQ - Risk Management - Decision Making Issue - Workshop Exercise

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Course 2

★ **Subject**： Customer Relationship Management

★ **Training Duration**： 2 days 〔23rd – 24th July 2019〕

★ **Target**： Middle Management Thai Managers

★ **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
- Supplier as an internal customer
- Case study

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Course2: Seminar Detail- Customer Relationship Management

	Day 1	Day 2
AM **9:00 -12:00**	- Understanding of key concepts and best practices of CRM - What is CRM? - CRM and Value Case Activity	- Customer Lifetime Value - Customer Lifetime Cycle Management Customer acquisition/Customer satisfaction/Customer retention - Communication Strategy - Social network and CRM Case Activity
	Lunch	Lunch
PM **1:00 -4:00**	- Customer loyalty Analyze Customer Needs / Want / Demand - Net Promoter Score (NPS) Case Activity	- SRM, supplier as an internal customer - Commitment and Trust - Supply positioning model - Supplier referencing model Case Activity

Course 3

★ **Subject**： Project Management – Module1
~ Effectively Expediting Work and Process through Project Management : From A to Z

★ **Training Duration**： 2 days 〔29th - 30th July, 2020 〕
★ **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

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Course3: Seminar Detail- Project Management – Module 1

	Day 1	Day 2
AM 9:00 -12:00	-Introduction -Project Life Cycle Workshop Exercise -Defining the Project -Project Scope -Project Priority Matrix	-Gantt Chart -Microsoft Project (Critical Path, Project Scheduling) -Develop a Project Gantt Chart Workshop Exercise
	Lunch	Lunch
PM 1:00 -4:00	-Creating the Work Breakdown Structure -Process Breakdown Structure -Developing a Project Plan -Develop a Project Network Workshop Exercise	-Resource Allocation -Scheduling Resources and Cost -Reducing Project Duration -Managing Risk & Change Management Workshop Exercise

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Course 4

★ **Subject**: Project Management – Module 2

~ Effectively Expediting Work and Process through Project Management : Advanced

★ **Training Duration**: 2 days 〔16th - 17th September , 2020〕
★ **Target**: Middle Management Thai Managers

(A person who has completed the Project Management Module 1)

★ **Language**: Thai

★ **Course Overview**

Why good projects fail? In many cases, the problems are not about technical but rather about how project activities are carried out. The emphasis of Project Management Module 2 is not only on how the project management process works, but more importantly, on why it works and how it can be effectively managed. Several managerial questions are also addressed including:

- How project activities should be planned in order to maximize project value?
- How can project progress be effectively monitored and controlled?
- How do project managers orchestrate the complex relations among team members, vendors, contractors, senior management, functional management, and customers?

★ **Coverage:**

- Why do good projects fail?
- Refreshing Project Management 101
- Defining the project
- Developing a project plan
- Reducing Project Duration

- Managing risk & Change management
- Project Progress/Performance Monitoring & Control
- Earned Value Cost/Schedule Analysis
- Managing project team & Leadership
- Delivering and closing a project
- Case Activity

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Course4: Seminar Detail- Project Management – Module 2

	Day 1	Day 2
AM **9:00 -12:00**	- Why do good projects fail? - Refreshing Project Management 101 ・ Project phases throughout the life cycle - Defining the project Workshop Exercise	- Case Study + Discussion - Managing risk & Change management - Project Progress/Performance Monitoring & Control ・ Project baseline and tracking Gantt chart ・ Earned Value Cost/Schedule Analysis
	Lunch	Lunch
PM **1:00 -4:00**	- Developing a project plan ・ Project scheduling (Network Diagram / CPM / Gantt Chart) ・ MS Project Software Demo - Effective resource allocation + Case Workshop - Reducing Project Duration	- Managing project team & Leadership - Managing conflicts in a project - Delivering and closing a project - Wrap-up, Q & A, feedback

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Expected Instructors

Dr. Rath Dhnadirek (Logical Thinking and 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

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

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Expected Instructors

Aj. Nathasit Gerdsri (**Project Management – Module 1 & 2**)

➤ 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

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Seminar Schedule

■ **[Course 1]**

Logical Thinking and Decision Making

- **Date:** 15th – 16th July 2020
- **Time:** 9:00 -12:00 / 13:00 -16:00
- **Venue:** College of Management, Mahidol University
- **Fee:** 13,000 Baht

■ **[Course 2]**

Customer Relationship Management

- **Date:** 23rd – 24th July 2020
- **Time:** 9:00 -12:00 / 13:00 -16:00
- **Venue:** College of Management, Mahidol University
- **Fee:** 13,000 Baht

■ **[Course 3]**

Project Management – Module 1

Date: 29th – 30th July, 2020
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]**

Project Management – Module 2

Date: 16th – 17th September, 2020
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.

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Comments from participants of program

▸ The trainers are friendly, rich in experiences and used many down to earth examples for us to understand.

▸ 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.

▸ Learnt the various methods of Project Management through many case studies is very useful for organizing a team and carrying out a task as a manager.

▸ 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/

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Class Atmosphere

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How to Apply

▸ **Price:**
13,000 Baht for Logical Thinking & Decision Making
13,000 Baht for Customer Relationship Management
13,000 Baht for Project Management - Module 1
13,000 Baht for Project Management - Module 2

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

▸ **Application deadline:**
Course 1 : Logical Thinking & Decision Making   1st July 2020
Course 2 : Customer Relationship Management   9th July 2020
Course 3 : Project Management - Module 1   15th July 2020
Course 4 : Project Management - Module 2   1st Sep. 2020

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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/**

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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.

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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