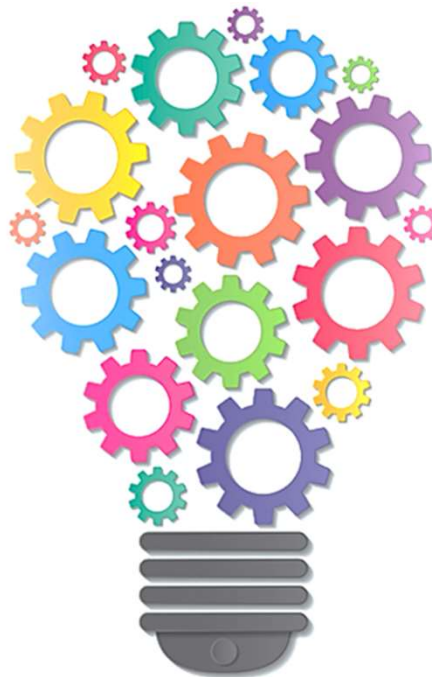




42nd Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



AACSB
ACCREDITED



In corporation with

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.

42nd Training contents are:

Course 3. Strategic Marketing Management	2 days
Course 4. Performance Management	2 days
Course 0 (From 41 st) Project Management - Module 2	2 days

Course 3

★ **Subject:** Strategic Marketing Management

★ **Training Duration:** 2 days [27th -28th August 2020]

★ **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 recent changes in Asian countries market. It's crucial to analyze the external and internal situation in order to make Marketing Strategy. 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 Activity

Course3: 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 -Blue Ocean Strategy 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	-Innovation Strategy -Strategy Canvas -B2B Information, Trend, Analysis, Benchmark -Thailand 4.0 Case Study Activity

Course 4

- ★ **Subject:** Performance Management
- ★ **Training Duration:** 2 days [29th – 30th September, 2020]
- ★ **Target:** Middle Management Thai Managers
(HR Managers, Sales Managers, Marketing Managers, Product Managers, etc.)
- ★ **Language:** Thai

★ Course Overview

Concept of internal logic, recognizing and rewarding difference in performance levels among people doing similar work. The relationship between reward and performance concept, different approaches to use in reward system. This course will help the participants to identify and define employees goals in order to create alignment with company objectives. The participants will also learn how to create effective development plans with employees that support their goals, potential and career aspirations.

★ Coverage:

- Identify and define employees goals in order to create alignment with company objectives
- Create effective development plans with employees that support their goals, potential and career aspirations
- Constructively assess employees performance with action plans for future goals and targets
- How to manage different levels of performance from employees to promote positive momentum within the work environment
- How to give and receive feedback to promote improvement

Course4: Seminar Detail- Performance Management

	Day 1	Day 2
AM 9:00-12:00	Performance management & performance setting <ul style="list-style-type: none">Performance management overviewPerformance agreement: KPI & OKR<u>Activity</u>: Performance setting exercise	Feedback roleplay <ul style="list-style-type: none"><u>Activity</u>: Performance feedback role-playInstructor feedback on roleplay
	Lunch	Lunch
PM 1:00-4:00	Feedback/coaching principles <ul style="list-style-type: none">Performance feedback principles<u>Activity</u>: Video examples, Feedback role-play instruction	Case study & Reflection <ul style="list-style-type: none"><u>Activity</u>: Performance management case studyReflection on seminar learning

Course Outline

From 41st Round

- ★ **Subject:** Project Management – Module 2
~ Effectively Expediting Work and Process through Project Management : Advanced
- ★ **Training Duration:** 2 days [16th - 17th September 2020]
- ★ **Target:** Middle-level Thai Managers
[\(Participants need to complete Project Management Module 1 first\)](#)

★ **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

Course: Seminar Detail- Project Management – Module 2

	Day 1	Day 2
AM 9:00 -12:00	<ul style="list-style-type: none"> - Why do good projects fail? - Refreshing Project Management 101 <ul style="list-style-type: none"> ▪ Project phases throughout the life cycle - Defining the project <p>Workshop Exercise</p>	<ul style="list-style-type: none"> - Case Study + Discussion - Managing risk & Change management - Project Progress/Performance Monitoring & Control <ul style="list-style-type: none"> ▪ Project baseline and tracking Gantt chart ▪ Earned Value Cost/Schedule Analysis
	Lunch	Lunch
PM 1:00 -4:00	<ul style="list-style-type: none"> - Developing a project plan <ul style="list-style-type: none"> ▪ Project scheduling (Network Diagram / CPM / Gantt Chart) ▪ MS Project Software Demo - Effective resource allocation + Case Workshop - Reducing Project Duration 	<ul style="list-style-type: none"> - Managing project team & Leadership - Managing conflicts in a project - Delivering and closing a project - Wrap-up, Q & A, feedback

Expected Trainers



Dr. 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)



Dr. Molraudee Saratun (*Performance Management*)

➤ Asst. Prof. at College of Management, Mahidol University

Education:

- BSc (Hons) Political Science (Personnel Management), Chulalongkorn University, Thailand
- MSc Human Resource Management, University of Sunderland, UK
- Postgraduate Certificate in Teaching and Researching in Higher Education, Bristol Business School, University of the West of England, UK
- PhD in Human Resource Management (Performance management), Bristol Business School, University of the West of England, UK



Dr. Nathasit Gerd Sri (*Project Management – Module 2*)

➤ Assoc. Prof. at College of Management, Mahidol University

Education:

- B. Eng. in Mechanical Engineering from Chulalongkorn University and dual M.S. degrees in Mechanical Engineering and Engineering Management.
- Ph.D. in Systems Science/Engineering and Technology Management, Portland State University, USA

Seminar Schedule

■ [Course 3]

Strategic Marketing Management

Date: 27th – 28th August 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]

Performance Management

Date: 29th – 30th 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)

■ [Course 0] -From 41st -

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!! *[Course 0 is not included]*

★ 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.
- ▶ 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.
- ▶ It was very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ 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 and 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 Strategic Marketing Management

13,000 Baht for Performance Management

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 3 : Strategic Marketing Management

14th Aug. 2020

Course 4 : Performance of Management

16th Sep. 2020

Course 0 (From 41st) Project Management – Module 2

1st Sep. 2020

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/>

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.

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>

