

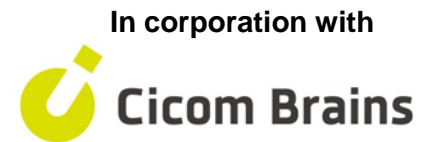


# 43rd Thai-Japanese Management Development Program

## — Middle Management Development Program —



College of Management  
Mahidol University



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.

**43<sup>rd</sup> Training contents are:**

Course 0 (From 41 <sup>st</sup> ) Project Management – Module 2	2 days
Course 1 Operations Management	2 days
Course 2 Teamwork Management	2 days
Course 3 Strategy & Execution	2 days
Course 4 Logical Thinking & Decision Making	2 days
Course 5 Organizational Behavior	2 days

- ★ **Subject:** Project Management – Module 2
- ★ **Date:** 16<sup>th</sup> – 17<sup>th</sup> November 2020
- ★ **Target:** Middle Management Thai Managers  
(Participant who attended Project Management Module 1 before)

★ **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 II 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:**

- Project scheduling (Network Diagram / CPM / Gantt Chart)
- MS Project Software Demo
- Reducing Project Duration, Managing risk & Change management
- Project Progress/Performance, Monitoring & Control
- Earned Value Cost/Schedule Analysis, Managing project team & Leadership

# Seminar Detail- Project Management - Module 2

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

- ★ **Subject:** Operations Management
- ★ **Training Duration:** 2 days [ 9<sup>th</sup> – 10<sup>th</sup> November 2020 ]
- ★ **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

# Course 1: 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"> <li>- Competitive Advantage</li> <li>- Process</li> <li>- 10 Strategic OM Decisions</li> </ul>	<p>Analyzing the Current Operations</p> <ul style="list-style-type: none"> <li>-Value Stream Map the Existing Process</li> </ul> <p>Purpose of VSM / Element of VSM / Example of VSM</p> <p>Workshop: Create Current state of VSM</p> <ul style="list-style-type: none"> <li>-Waste, 8 types of waste</li> </ul> <p>Value-added, non-value added activities</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"> <li>-What is lean ?</li> <li>-5 key Principles of Lean M.</li> </ul> <p>Workshop: Traditional vs Lean Process</p> <p>Workshop: Select your Project</p> <ul style="list-style-type: none"> <li>-What is value ?</li> </ul> <p>Workshop: Identify Value</p>	<ul style="list-style-type: none"> <li>-Redesigning the Operations</li> <li>-Tools, 5S, Pokayoke, Visual Control, Standard Work,</li> </ul> <ul style="list-style-type: none"> <li>-Value Stream Map of Future State</li> </ul> <p>Workshop: Identify Process change opportunities, Mapping the Future State ( Presentation + Incorporate)</p>



- ★ **Subject:** Teamwork Management
- ★ **Training Duration:** 2 days [ 20<sup>th</sup> – 21<sup>st</sup> October 2020 ]
- ★ **Target:** Middle Management Thai Managers
- ★ **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, of the 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 teamwork 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.



# Course 2: Seminar Detail- Teamwork Management

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"><li>- Phase of Team Development</li><li>- Stages of Team Development Forming Stage / Storming Stage/ Norming Stage / Performing Stage / Adjourning Stage / Team Development Stage</li></ul>	<ul style="list-style-type: none"><li>- Attributes for successful teamwork</li><li>- Three steps to successful teamwork</li></ul> Case Study Workshop Exercise
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>- 8 Team Management System</li></ul> Case Study Workshop Exercise	<ul style="list-style-type: none"><li>- Linear Model of Communication</li><li>- Conflict in communication</li><li>- Providing Feedback</li><li>- Resolving Breakdowns</li></ul> Case Study Workshop Exercise

# Course 3

- ★ **Subject:** **Strategy & Execution**
- ★ **Training Duration:** 2 days [ 11<sup>th</sup> - 12<sup>th</sup> November 2020 ]
- ★ **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
- Performance Alignment
- Strategy Execution (Balance scorecards, Strategy map )
- Resistance Management
- Organization Structure and Culture
- Communication Design
- Risk Planning
- Strategic Initiatives ( Current Situation / Action Plans / Goals )

# Course 3: Seminar Detail- Strategy & Execution

	Day 1	Day 2
AM 9:00 - 12:00	<ul style="list-style-type: none"><li>- Introduction Strategy &amp; Strategic Thinking</li><li>- Strategic Management Process</li><li>- Developing a Strategic Vision</li><li>- Phase of the Strategy</li></ul> <p>Case Study</p>	<ul style="list-style-type: none"><li>- Strategy Execution (Balance scorecards, Strategy map )</li><li>- Strategic Management Level</li><li>- Components of Internal Analysis</li><li>- Corporate Strategy and Mckinsey 7's</li></ul> <p>Case Study</p>
	Lunch	Lunch
PM 1:00 - 4:00	<ul style="list-style-type: none"><li>- Strategic Alignment</li><li>- Situation Analysis</li><li>- Strategy Formulation (Vision, Mission, Strategic Issues, Goals, Strategic Objectives)</li><li>- Strategic Implementation &amp; Control (Strategic Initiatives, Action Plans, KPIs)</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>- Organization Structure and Culture</li><li>- Communication Design</li><li>- Strategic Project Alignment</li><li>- Risk Management</li></ul> <p>Workshop Exercise</p>

# Course 4

- ★ **Subject:** Logical Thinking & Decision Making
- ★ **Training Duration:** 2 days [ 23<sup>rd</sup> – 24<sup>th</sup> November 2020 ]
- ★ **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

# Course 4: Seminar Detail- Logical Thinking & Decision Making

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"><li>-Introduction</li><li>-Foundation of Logical Thinking</li><li>-Usage, Location and Details of Logical Strategy</li><li>-Traditional vs Strategic Problem Solver</li><li>-Stretch Goal Capacity (Growth Mindset, Passion and Leadership)</li><li>-Planning Issue</li></ul>	<ul style="list-style-type: none"><li>-Recapitulate: Day 1</li><li>-Office of Strategy Management (OSM)</li><li>-4 Foundation: Strategic Interaction</li><li>-Strategic Framework</li><li>-Tactical vs Strategic Mindset</li><li>-System 1 vs System 2 Thinking</li></ul>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>-Simple Rule of Logical Strategy</li><li>-Platform Thinking</li><li>-Logical Problem Solving Process</li><li>-Effective Steps to Project</li> <li>-Workshop Exercise</li></ul>	<ul style="list-style-type: none"><li>-Content vs Relationship Based Persuasion</li><li>-Simple Rule of Content-Based Persuasion</li><li>-Paradigm &amp; P-type &amp; EQ</li> <li>-Risk Management</li><li>-Decision Making Issue</li> <li>-Workshop Exercise</li></ul>

# Course 5

- ★ **Subject:** **Organizational Behavior**
- ★ **Training Duration:** 2 days [ 25<sup>th</sup> –26<sup>th</sup> November 2020 ]
- ★ **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

# Course 5: 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 Instructors



## **Dr. Nathasit Gertsri** (*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

## **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. Vichita Ractham** (*Teamwork Management*)

▶ Associate Professor at College of Management, Mahidol University

### **Education:**

- M.Sc.(1995) and Ph.D. degree (2000) in Information Science from University of Pittsburgh, USA.

# Expected Instructors



## **Dr. Poomporn Thamsatitdej** (*Strategy & Execution*)

- ▶ Lecturer at College of Management, Mahidol University
- ▶ Director of Mahidol University Business Incubator

### **Education:**

- DBA in Management Science, Strathclyde Business School, The University of Strathclyde, Scotland

## **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



## **Dr. Parisa Rungruang** (*Organizational Behavior*)

- ▶ Assistant Professor 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

■ (from 41<sup>st</sup>) Not included in discount

## ■ [Course 0] Project Management – Module 2

- Date: 16<sup>th</sup> – 17<sup>th</sup> November 2020
- Time: 9:00 -12:00 / 13:00 -16:00
- Venue: College of Management, Mahidol University
- Fee: 13,000 Baht

## ■ [Course 1] Operations Management

- Date: 9<sup>th</sup> – 10<sup>th</sup> November 2020
- Time: 9:00 -12:00 / 13:00 -16:00
- Venue: College of Management, Mahidol University
- Fee: 13,000 Baht

## ■ [Course 2] Teamwork Management

- Date: 20<sup>th</sup> – 21<sup>st</sup> October 2020
- Time: 9:00 -12:00 / 13:00 -16:00
- Venue: College of Management, Mahidol University
- Fee: 13,000 Baht

## ■ [Course 3] Strategy & Execution

- Date: 11<sup>th</sup> – 12<sup>th</sup> November 2020
- Time: 9:00 -12:00 / 13:00 -16:00
- Venue: College of Management, Mahidol University
- Fee: 13,000 Baht

## ■ [Course 4] Logical Thinking and Decision Making

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

## ■ [Course 5] Organizational Behavior

- Date: 25<sup>th</sup> – 26<sup>th</sup> November 2020
- Time: 9:00 -12:00 / 13:00 -16:00
- Venue: College of Management, Mahidol University
- Fee: 13,000 Baht

★ If 2 subjects are chosen, discount will be given!!

★ If 5 participants or more 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'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 and Facebook!
  - <http://www.cmmu.mahidol.ac.th/training/index.php/training-gallery>
  - [www.facebook.com/cmmuexecutiveeducation/](http://www.facebook.com/cmmuexecutiveeducation/)



# Class Atmosphere



# How to Apply

▶ Price:

13,000 Baht for Project Management – Module 2  
13,000 Baht for Operations Management  
13,000 Baht for Teamwork Management  
13,000 Baht for Strategy & Execution  
13,000 Baht for Logical Thinking and Decision Making  
13,000 Baht for Organizational Behavior

▶ Application form:

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

▶ Application deadline:

Course (41 <sup>st</sup> ) : Project Management – Module 2	9 <sup>th</sup> Nov. 2020
Course 1 : Operations Management	2 <sup>nd</sup> Nov. 2020
Course 2 : Teamwork Management	13 <sup>th</sup> Oct. 2020
Course 3 : Strategy & Execution	4 <sup>th</sup> Nov. 2020
Course 4 : Logical Thinking and Decision Making	16 <sup>th</sup> Nov. 2020
Course 5 : Organizational Behavior	18 <sup>th</sup> Nov. 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](mailto:c.thamma@cicombrains.com) / [n.namchoat@cicombrains.com](mailto:n.namchoat@cicombrains.com)

**Person in charge:** Ms. Endo

**Email:** [h.endo@cicombrains.com](mailto:h.endo@cicombrains.com)

▶ **Tokyo:**

**Tel:** (81)-3-5294-5576

**Person in charge:** Mr. Jigami / Ms. Otoguro

**Email:** [cbubcl@cicombrains.com](mailto: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

4<sup>th</sup> Fl. 69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400

Tel: 02-206-2000

Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

