



44th 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 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.

44th Training contents are:

Course 1. Basic Finance for Non-Finance Managers	2 days
Course 2. Project Management - Module 1	2 days
Course 3. Principles of Management	2 days

Course 1

★ **Subject:** **Basic Finance for Non-Finance Managers**

★ **Date:** 18th — 19th March 2021

★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers, HR Managers etc.)

★ **Language:** Thai

★ **Course Overview**

This course is designed for the general business personnel that have minimum knowledge in the field of finance and financial management. The course will begin with a general overview and then go into more detail on several concepts, financial instruments, and techniques used in financial decision making.

The objective of this course is to introduce personnel into the world of finance. Anyone involved with the management of a business needs to have at least some minimal knowledge of business finance. In addition, this course will introduce personnel to the basic financial principles and concepts such as time value of money, asset valuation, and risk and return.

★ **Coverage:**

- The foundations of finance
- Accounting from a finance perspective
- Understanding financial statements
- Annual Report/ Income Statement/Balance sheet
- Financial Ratios/ Ratio Analysis
- Financial analysis and credit management
- Financial planning and forecasting
- Cash flow analysis
- Case Activity

Seminar Detail- Basic Finance for Non-Finance Managers

	Day 1	Day 2
AM 9:00-12:00	<p>Part 1: Issues in Finance</p> <ul style="list-style-type: none"> - Financial Economic/ Business/Political Issues <p>Part 2: Understanding Financial Statement Overview</p> <ul style="list-style-type: none"> - Management accounting - Planning & Control Cycle - Financial vs Managerial Accounting 	<p>Part 3: Financial Ratios Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none"> - Ratio Analysis <p>Profitability ratio/ Liquidity ratio/ Leverage ratio/ Efficiency ratio/ Investment ratio/ Other ratio</p> <p>Case Interpreting financial analysis</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> - What is Financial Analysis? - What is an Annual Report? - Basic Accounting Principles <p>Case Study: Example of a Balance Sheet</p> <p>Case Study: Example of a Income Statement</p> <p>Workshop</p>	<p>Part 4: Corporate Finance</p> <ul style="list-style-type: none"> - What is your opportunity cost? - The concept of Time Value of Money - How to enhance shareholder value <p>Mini case</p>

- ★ **Subject:** **Project Management – Module I**
 ~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Date:** 24th – 25th March 2021
- ★ **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

Seminar Detail- Project Management – Module I

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">- Introduction- Project Life Cycle Workshop Exercise <ul style="list-style-type: none">- Defining the Project- Project Scope- Project Priority Matrix	<ul style="list-style-type: none">- Gantt Chart- Microsoft Project (Critical Path, Project Scheduling)- Develop a Project Gantt Chart Workshop Exercise
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">- Creating the Work Breakdown Structure- Process Breakdown Structure- Developing a Project Plan- Develop a Project Network Workshop Exercise	<ul style="list-style-type: none">- Resource Allocation- Scheduling Resources and Cost- Reducing Project Duration- Managing Risk & Change Management Workshop Exercise

Course 3

★ **Subject:** Principles of Management

★ **Date:** 28th – 29th April 2021

★ **Target:** Middle Management Thai Managers

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

★ **Language:** Thai

★ **Course Overview**

Today's fast-changing, disrupted world are forcing businesses to learn and relearn about management in the new normal situation. This course introduces multiple topics that are important for managers and supervisors to development necessary knowledge and essential skills to deal with challenges and the uncertain environment. The training course is designed to support managerial development and growth mindset through contemporary theories/concepts/frameworks, plus technical knowledge and soft skills, for managing businesses and diversity. Importantly, the participants will learn about various underlying management knowledge and skills, such as diverse roles of management in the changing world, personality type and self-assessment, difference between management vs. leadership, managerial decision-making, effective communication and presentation skills, change management and cross-cultural management. Overall, this course is aim to enhance managerial skills and techniques that you can benefits and enable to put the knowledge and skills gained into action immediately, plus the critical skill concept and workshop to apply in real-life work situations. The participants will enjoy the active learning method, such as participative lectures, discussion case studies and workshops.

★ **Coverage:**

- Managerial roles of contemporary and 'new normal' managers.
- Diverse personality types and self-assessment
- Difference between management vs. leadership
- Managerial decision-making & process
- Effective verbal and nonverbal communication
- Effective presentation techniques and skills
- Change management and process
- Cross-cultural management

Seminar Detail- Principles of Management

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">- Introduction- Difference between management vs. leadership- Diverse personality types and self-assessment- Workshop & exercises	<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">- Managerial decision-making- Decision-making process- Group/team discussion and decision-making- Workshop & exercise	<ul style="list-style-type: none">- Cross Cultural Issue at work <p><u>Case study:</u> Sawat dee vs. Hello vs. Ohayo Workshop Exercise</p> <ul style="list-style-type: none">- Strategies to work effectively with others with a different P-type and different culture

Expected Instructors



Dr. Arichai Ractham (Basic Finance for Non Finance Managers)

Lecturer at College of Management, Mahidol University

Director and In-House Financial Consultant, SYNTEC Construction PCL,

Education:

- B.A. in Economics and Business Administration, Eastern Washington University, USA.
- Master of Science in International Finance, University Of Idaho, USA
- Master of Financial Economics Claremont Graduate School, Claremont CA - USA.
- Ph.D. in Financial Economics: Peter F. Drucker Graduate School of Management at the Claremont Graduate School, Claremont CA - USA.

Dr. Nathasit Gertsri (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



Dr. Suparak Suriyankietkaew (Principles of Management)

Assistant Dean, Head of Business and Community Relations, and Head of Business Excellence, Mahidol University

Education:

- Ph.D. in Management, Macquarie University, Australia
- Ph.D. in Management, College of Management, Mahidol University, Thailand.
- Master of Science in Management and Information Systems, University of Maryland, University College, USA

Seminar Schedule

■ [Course 1] Basic Finance for Non-Finance Managers

Date: 18th – 19th March 2021
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] Project Management – Module1

Date: 24th – 25th March 2021
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] Principles of Management

Date: 28th – 29th April 2021
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

- ▶ 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.
- ▶ 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.
- ▶ 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 Basic Finance for Non-Finance Managers

13,000 Baht for Project Management - Module 1

13,000 Baht for Principles of Management

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Basic Finance for Non-Finance Managers

4th March 2021

Course 2 : Project Management - Module 1

10th March 2021

Course 3 : Principles of Management

14th April 2021

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/>

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>

