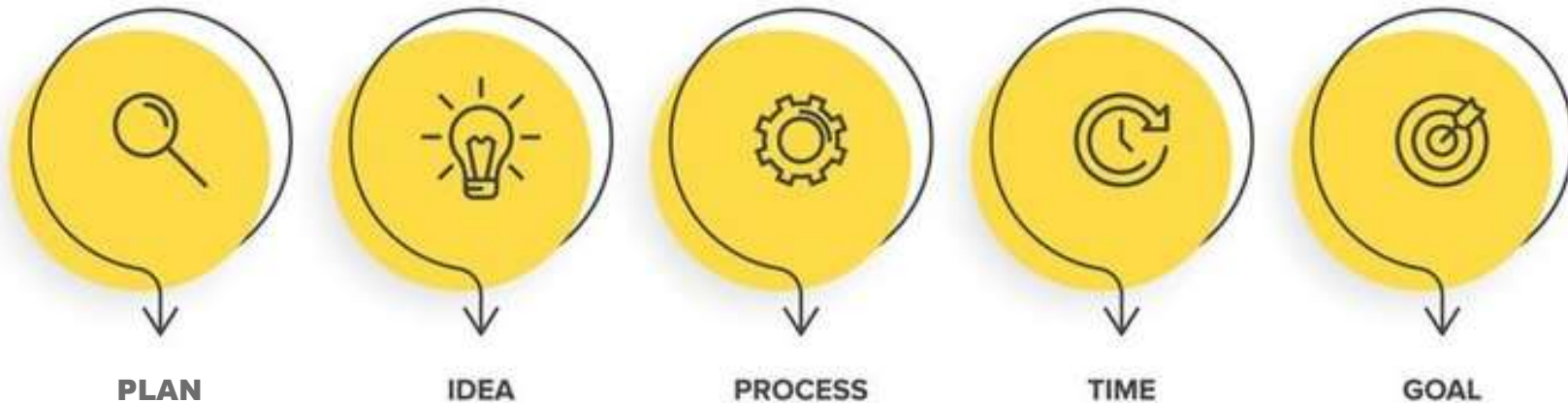




48th Thai-Japanese Management Development Program

— Middle Management Development Program —



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.

48th Training contents are:

Course 1. Strategic Marketing Management	2 days
Course 2. Basic Finance for Non-Finance Managers	2 days
Course 3. Project Management - Module 1	2 days

- ★ **Subject:** Strategic Marketing Management
- ★ **Date:** 9th – 10th March 2022 [2 days]
- ★ **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 the changes in Asian market.

It is crucial to analyze the external and internal situation in order to make Marketing Strategy. In this course, the participants will learn various analysis methods and decision making through case study, class discussion and exercises, and follow the Thailand 4.0.

★ Coverage:

- What the Marketing?
- New paradigm of Marketing Management
- Market Research updated
- Value Proposition/Consumer Behavior
- STP (Segmentation, Target Marketing, Positioning)
- Video Clip case
- 4P's, 4C's and 4E's
- Environmental analysis (Internal and external)
- The VUCA World/Covid-19
- Paradigm Shift
- Blue Ocean Strategy
- Innovation Strategy
- Case Study

Seminar Detail - Strategic Marketing Management

	Day 1	Day 2
AM 9:00-12:00	<p>Introduction</p> <ul style="list-style-type: none">-Strategic Management-What the Marketing ?-New paradigm of Marketing Management-Market Research updated <p>Video Clip case</p>	<ul style="list-style-type: none">-Environmental analysis-Market Competition-The VUCA World <p>Video Clip case Case Study Activity</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">-Value Proposition-Consumer Behavior-STP Analysis-4P's, 4C's and 4E's <p>Video Clip case Case Study Activity</p>	<ul style="list-style-type: none">-Paradigm Shift & Blue Ocean Strategy-Strategy Canvas-Innovation (CHASM, S-Curve Model, Innovation Matrix, Innovation Types)-Thailand 4.0 <p>Case Study Activity</p>

Course 2

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

★ **Training Duration:** 31st March — 1st April 2022 [2 days]

★ **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>Part1: Issues in Finance -Financial Economic/ Business/Political Issues</p> <p>Part2: Understanding Financial Statement Overview -Managerial accounting -Planning & Control Cycle -Financial vs Managerial Accounting</p>	<p>Part3: Financial Ratios Accounting and Finance Ratio Analysis</p> <p>-Ratio Analysis 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	<p>-What is Financial Analysis? -What is an Annual Report? -Basic Accounting Principles</p> <p>Case Study Example of a Balance Sheet Case Study Example of a Income Statement Workshop: Choosing one company in the group</p>	<p>Part4: Corporate Finance -What is your opportunity cost? -The concept of Time Value of Money -How to enhance shareholder value</p> <p>Mini case</p>

Course 3

FULL
Next round: July

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

★ **Training Duration:** 20th – 21st April 2022 [2 days]

★ **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 1

	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

Expected Instructors



Dr. Burim Otakanon (Strategic Marketing Management)

ASST. Prof. 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. Technopreneurship and Innovation Management, Chulalongkorn University

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:

- 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)

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



Thai-Japanese Management Development Program



College of Management
Mahidol University

Seminar Schedule

FULL

■ [Course 1] Strategic Marketing Management

Date: 9th – 10th March, 2022
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] Basic Finance for Non-Finance Managers

Date: 31st March – 1st April, 2022
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)

FULL

Next round: July

■ [Course 3] Project Management – Module1

Date: 20th – 21st April, 2022
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 and method of delivery may be changed due to Covid-19 situation



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 very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ 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 Facebook ! → www.facebook.com/cmmuexecutiveeducation/

Class Atmosphere



How to Apply

- ▶ Price:

13,000 Baht for Strategic Marketing Management

13,000 Baht for Basic Finance for Non-Finance Managers

13,000 Baht for Project Management - Module 1

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Strategic Marketing Management

23rd Feb., 2022

Course 2 : Basic Finance for Non-Finance Managers

17th Mar., 2022

Course 3 : Project Management - Module 1

5th Apr., 2022

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>

