



49th Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



AACSB
ACCREDITED

In corporation with



Cicom Brains

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.

49th Training contents are:

Course 1. Principles of Management	2 days
Course 2. Customer Relationship Management	2 days
Course 3. Logical Thinking & Decision Making	2 days
Course 4. Operations Management	2 days

Course 1

- ★ **Subject:** Principles of Management
- ★ **Date:** 18th – 19th May 2022
- ★ **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">- Effective verbal and nonverbal Communication- Effective presentation techniques and skills- Workshop Exercise
	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">- Change management and change process- Cross-cultural management- Workshop Exercise

Course 2

- ★ **Subject:** Customer Relationship Management
- ★ **Date:** 1st – 2nd June 2022
- ★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers etc.)
- ★ **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
- Case study

Seminar Detail- Customer Relationship Management

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">- Understanding of key concepts and best practices of CRM- What is CRM?- CRM and Value <p>Case Activity</p>	<ul style="list-style-type: none">- Customer Life Cycle Management Customer acquisition/Customer satisfaction/Customer retention- Communication Strategy- Social network and CRM <p>Case Activity</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">- Customer loyalty- Analyze Customer Needs / Want / Demand <p>Case Activity</p>	<ul style="list-style-type: none">- SRM, supplier as an internal customer- Supply positioning model- Supplier referencing model <p>Case Activity</p>

Course 3

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

★ **Date:** 23rd — 24th June 2022

★ **Target:** Middle Management Thai Managers

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

★ 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 & Over View (Usage, Location and Details of Logical Strategy)
- Traditional vs Strategic Problem Solver
- Stretch Goal Capacity
- Logic/ Simple Rule, Platform Thinking
- Logical problem solving process
- 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

Seminar Detail- Logical Thinking & Decision Making

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">-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	<ul style="list-style-type: none">-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	<ul style="list-style-type: none">-Simple Rule of Logical Strategy-Platform Thinking-Logical Problem Solving Process-Effective Steps to Project -Workshop Exercise	<ul style="list-style-type: none">-Content vs Relationship Based Persuasion-Simple Rule of Content-Based Persuasion-Paradigm & P-type & EQ -Risk Management-Decision Making Issue -Workshop Exercise

Course 4

★ **Subject:** Operations Management

★ **Date:** 5th – 6th July 2022

★ **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

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

Expected Instructors



Dr. Suparak Suriyankietkaew (Principles of Management)

**ASST. Prof. at College of Management, Mahidol University
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, U.S.A



Dr. Phallapa Petison (Customer Relationship Management)

ASST. Prof. at College of Management, Mahidol University

Education:

- MBA. Asian Institute of Technology
- Ph.D. International Business, Asian Institute of Technology

Expected Instructors



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. Prattana Punnakitikashem (Operations Management)

ASSOC. Prof. 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.

Seminar Schedule

■ [Course 1]

Principles of Management

Date: 18th – 19th May 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 3]

Logical Thinking & Decision Making

Date: 23rd – 24th June 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]

Customer Relationship Management

Date: 1st – 2nd June 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 4]

Operations Management

Date: 5th – 6th July 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

- ▶ 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 a great benefit to me how to do to approach and solve problems as team management.
- ▶ It's very useful for me to manage and develop own working process by Operations Management skill.
- ▶ 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/

Gallery



How to Apply

- ▶ Price:

13,000 Baht for Principles of Management

13,000 Baht for Customer Relationship Management

13,000 Baht for Logical Thinking & Decision Making

13,000 Baht for Operations Management

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Principles of Management

5th May 2022

Course 2 : Customer Relationship Management

18th May 2022

Course 3 : Logical Thinking & Decision Making

9th June 2022

Course 4 : Operations Management

21st June 2022

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>

