



50th 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.
Participant will have a chance to exchange their opinions with the participants from different companies to expand their own viewpoints.

50th Training contents are:

Course 1. Project Management-Module 1	2 days
Course 2. Teamwork Management	2 days
Course 3. Strategic Marketing Management	2 days
Course 4. Project Management-Module 2	2 days
Course 5. Basic Finance for Non-Finance Managers	2 days

Course 1

- ★ **Subject:** **Project Management – Module1**
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Date :** 19th – 20th July 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

Course 2

- ★ **Subject:** Teamwork Management
- ★ **Date:** 8th – 9th August 2022 [2 days]
- ★ **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. However, 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.

Seminar Detail- Teamwork Management

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

Course 3

- ★ **Subject:** Strategic Marketing Management
- ★ **Date:** 24th – 25th August 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 4

- ★ **Subject:** Project Management – Module 2
~ Effectively Expediting Work and Process through Project Management : Advanced
- ★ **Date:** 31st August– 1st September 2022 [2 days]
- ★ **Target:** Middle Management Thai Managers
(The participant has to complete [Project Management - Module 1](#))

★ **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

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

Course 5

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

★ **Date:** 22nd — 23rd September 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>

Expected Instructors



Dr. Nathasit Gerd Sri (Project Management – Module1&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. Vichita Ractham (Teamwork Management)

Assoc. Prof. & Dean 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. 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.

Seminar Schedule

■ [Course 1]

Project Management – Module1

Date: 19th – 20th 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)

■ [Course 2]

Teamwork Management

Date: 8th – 9th August 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]

Strategic Marketing Management

Date: 24th – 25th August 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]

Project Management – Module 2

Date: 31st August – 1st September 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 5]

Basic Finance for Non-Finance Managers

Date: 22nd – 23rd September 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 applying for 5 seats or more from the same 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 workplace.
- ▶ 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 Project Management-Module 1

13,000 Baht for Teamwork Management

13,000 Baht for Strategic Marketing Management

13,000 Baht for Project Management-Module 2

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

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Project Management-Module 1

5th July 2022

Course 2 : Teamwork Management

25th July 2022

Course 2 : Strategic Marketing Management

10th Aug 2022

Course 4 : Project Management-Module 2

17th Aug 2022

Course 5 : Basic Finance for Non-Finance Managers

8th Sep 2022

How to Apply (Continued)

▶ Payment method:

Around 1-2 weeks before the training date, the scanned invoice will be sent to you by email. Please make a payment according to the information written on the invoice either by cheque or by bank transfer.

▶ Payment deadline:

Before the first day of each training.

▶ Cancellation Clause:

- Cancellations made less than 30 days before the delivery date, 30% of total amount will be charged.
- Cancellations made less than 20 days before the delivery date, 50% of total amount will be charged.
- Cancellations made after 12:00PM (noon) on the day before the delivery date, 100% of total amount will be charged.

Enquiry

▶ **Bangkok:**

Thai/English:

(66)-82-671-8574

Person in charge:

Ms. Chamaiporn Thammanayakatip (Tae)
Ms. Nishada Namchoathirun (G)

Email:

c.thamma@cicombrains.com / n.namchoat@cicombrains.com

Japanese:

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

