



51st Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



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In corporation with



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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.

51st Training contents are:

Course 1. Strategy & Execution	2 days
Course 2. Organizational Behavior	2 days
Course 3. Operations Management	2 days
Course 4. Logical Thinking & Decision Making	2 days

Course 2

- ★ **Subject:** **Organizational Behavior**
- ★ **Date:** 14th – 15th December 2022
- ★ **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

Seminar Detail- Organizational Behavior

	Day 1	Day 2
AM 9:00 - 12:00	EQ & Emotions at work <ul style="list-style-type: none">- What is Emotional Intelligence and Understand how- Your own EQ as a leader (with Questionnaire)- How to enhance Your EQ	Motivation at Work (Cont.) <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- Motivation & Understand factors Impact human / Motivation / Analyze human motivation Case study Video Clip Activity	Change Management <ul style="list-style-type: none">- The importance of managing “Change”- Force-field analysis- 8 Stages in Leading Change- Organizational Development- OD Activities Workshop Exercise

- ★ **Subject:** Logical Thinking & Decision Making
- ★ **Date:** 23rd – 24th November 2022
- ★ **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 + 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

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

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. Parisa Rungruang (Organizational Behavior)
Assistant. Prof. 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

■ [Course 2]

Organizational Behavior

Date: 14th – 15th December 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]

Logical Thinking & Decision Making

Date: 23rd – 24th November 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 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 Organizational Behavior

13,000 Baht for Logical Thinking & Decision Making

- ▶ Application form:

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

- ▶ Application deadline:

Organizational Behavior

30th Nov 2022

Logical Thinking & Decision Making

11th Nov 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
69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400
Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

