



53rd 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.

53rd training courses are:

Course 1. Strategic Marketing Management	2 days
Course 2. Logical Thinking & Decision Making	2 days
Course 3. Operations Management	2 days

Course 1

★ **Subject:** Strategic Marketing Management

★ **Date:** 24th – 25th May 2023

★ **Target:** Middle Management Thai Managers

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

★ **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)
- 4P's, 4C's and 4E's
- Environmental analysis (Internal and external)
- The VUCA World
- Paradigm Shift
- Blue Ocean Strategy
- Innovation Strategy
- Case Study

Seminar Detail - Strategic Marketing Management

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• Introduction• Strategic Management• What the Marketing ?• New paradigm of Marketing Management• Market Research updated	<ul style="list-style-type: none">• Environmental analysis• Market Competition• The VUCA World
	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>Case Study</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>Workshop Exercise</p>

Course 2

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

★ **Date:** 14th — 15th June 2023

★ **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 & 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
- Office of Strategy Management (OSM)
- 4 Foundation: Strategic Interaction
- Tactical vs Strategic Mindset
- System1 vs System 2 Thinking
- Paradigm & 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">• 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 <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Content vs Relationship Based Persuasion• Simple Rule of Content-Based Persuasion• Paradigm & EQ• Risk Management• Decision Making Issue <p>Workshop Exercise</p>

Course 3

★ **Subject:** Operations Management

★ **Date:** 5th – 6th July 2023

★ **Target:** Middle Management Thai Managers

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

★ **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	<ul style="list-style-type: none">• Introduction• Competitive Advantage, Process• 10 Strategic OM Decisions	<ul style="list-style-type: none">• Analyzing the Current Operations• Value Stream Map the Existing Process• Purpose of VSM / Element of VSM /• Waste, 8 types of waste• Value-added, non-value added activities <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">• What is lean ?• 5 key Principles of Lean Management• What is value ? <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Redesigning the Operations• Tools, 5S, Pokayoke, Visual Control, Standard Work• Value Stream Map of Future State <p>Workshop Exercise</p>

Expected Instructors



Burim Otakanon, Ph.D. (Strategic Marketing Management)

Asst. Prof. and Deputy Dean at College of Management, Mahidol University

Education:

- Ph.D. in Technopreneurship and Innovation Management, Chulalongkorn University, Thailand
- MBA, Southern New Hampshire University, USA
- Advanced Certificate in International Business, Southern New Hampshire University, USA

Rath Dhnadirek, Ph.D. (Logical Thinking & Decision Making)

Lecturer at College of Management, Mahidol University

Education:

- Ph.D. in Consumer Psychology and Decision Sciences, University of Chicago, USA
- MBA in Marketing and Quantitative Analyses, University of Chicago, USA
- MS in Public Policy and Industrial Administration, Carnegie Mellon University, USA



Prattana Punnakitikashem, Ph.D. (Operations Management)

Assoc. Prof. and Deputy Dean at College of Management, Mahidol University

Education:

- Ph.D. Industrial Engineering, University of Texas at Arlington.
- M.S. Industrial Engineering, University of Texas at Arlington.

Seminar Schedule

■ [Course 1] Strategic Marketing Management

Date: 24th – 25th May 2023
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] Logical Thinking & Decision Making

Date: 14th – 15th June 2023
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] Operations Management

Date: 5th – 6th July 2023
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 was very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ 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 Strategic Marketing 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 at
cbubcl@cicombrains.com

- ▶ Application deadline:

Course 1 : Strategic Marketing Management

10th May 2023

Course 2 : Logical Thinking & Decision Making

31st May 2023

Course 3 : Operations Management

20th June 2023

How to Apply (Continued)

▶ Payment method:

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

* Please note that the payer is responsible for any transaction fees occurs.

▶ 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:**

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

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>

