



# 54<sup>th</sup> Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management  
Mahidol University



AACSB  
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In corporation with

# 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.

**54<sup>th</sup> Training contents are:**

Course 1. Principles of Management	2 days
Course 2. Project Management - Module 1	2 days
Course 3. Basic Finance for Non-Finance Managers	2 days
Course 4. Customer Relationship Management	2 days

# Course 1

- ★ **Subject:** Principles of Management
- ★ **Training Duration:** 9<sup>th</sup> – 10<sup>th</sup> August 2023
- ★ **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"><li>- Introduction</li><li>- Difference between management vs. leadership</li><li>- Diverse personality types and self-assessment</li><li>- Workshop &amp; exercises</li></ul>	<ul style="list-style-type: none"><li>- Effective verbal and nonverbal Communication</li><li>- Effective presentation techniques and skills</li><li>- Workshop Exercise</li></ul>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"><li>- Managerial decision-making</li><li>- Decision-making process</li><li>- Group/team discussion and decision-making</li><li>- Workshop &amp; exercise</li></ul>	<ul style="list-style-type: none"><li>- Change management and change process</li><li>- Cross-cultural management</li><li>- Workshop Exercise</li></ul>



# Course 2

- ★ **Subject:** **Project Management – Module1**  
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Training Duration:** 30<sup>th</sup> – 31<sup>st</sup> August 2023
- ★ **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
<b>AM</b> <b>9:00-12:00</b>	<ul style="list-style-type: none"><li>-Introduction</li><li>-Project Life Cycle</li></ul> Workshop Exercise  <ul style="list-style-type: none"><li>-Defining the Project</li><li>-Project Scope</li><li>-Project Priority Matrix</li></ul>	<ul style="list-style-type: none"><li>-Gantt Chart</li><li>-Microsoft Project (Critical Path, Project Scheduling)</li><li>-Develop a Project Gantt Chart</li></ul> Workshop Exercise
	Lunch	Lunch
<b>PM</b> <b>1:00-4:00</b>	<ul style="list-style-type: none"><li>-Creating the Work Breakdown Structure</li><li>-Process Breakdown Structure</li><li>-Developing a Project Plan</li><li>-Develop a Project Network</li></ul> Workshop Exercise	<ul style="list-style-type: none"><li>-Resource Allocation</li><li>-Scheduling Resources and Cost</li><li>-Reducing Project Duration</li><li>-Managing Risk &amp; Change Management</li></ul> Workshop Exercise

# Course 3

- ★ **Subject:** Basic Finance for Non-Finance Managers
- ★ **Training Duration:** 21<sup>st</sup> – 22<sup>nd</sup> September 2023
- ★ **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
<b>AM</b> <b>9:00-12:00</b>	<p>Part1: Issues in Finance -Financial Economic/ Business/Political Issues</p> <p>Part2: Understanding Financial Statement Overview -Managerial accounting -Planning &amp; 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
<b>PM</b> <b>1:00-4:00</b>	<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 4

- ★ **Subject:** Customer Relationship Management
- ★ **Training Duration:** 27<sup>th</sup> – 28<sup>th</sup> September 2023
- ★ **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"><li>• Understanding of key concepts and best practices of CRM</li><li>• What is CRM?</li><li>• CRM and Value</li></ul> <p>Case Activity</p>	<ul style="list-style-type: none"><li>• Customer Life Cycle Management</li><li>• Customer acquisition/Customer satisfaction/Customer retention</li><li>• Communication Strategy</li><li>• Social network and CRM</li></ul>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>• Customer loyalty</li><li>• Analyze Customer Needs / Want / Demand</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• SRM, supplier as an internal customer</li><li>• Supply positioning model</li><li>• Supplier referencing model</li></ul> <p>Workshop Exercise</p>

# Expected Instructors



## **Dr. Suparak Suriyankietkaew** (Principles of Management)

**Asst. Prof. and Assistant Dean, Head of Business and Community Relations, College of Management, Mahidol University**

### **Education:**

- Ph.D. in Management, Macquarie University, Australia
- Ph.D. in Management, College of Management, Mahidol University, Thailand.
- MS in Management and Information Systems, University of Maryland, USA



## **Dr. Nathasit Gerdsri** (Project Management – Module 1)

**Assoc. Prof. of Technology and Innovation Management at College of Management, Mahidol University**

### **Education:**

- Ph.D. in Systems Science/Engineering and Technology Management, Portland State University, USA
- Dual MS in Mechanical Engineering and Engineering Management, Chulalongkorn University, Thailand

# Expected Instructors



**Dr. Arichai Ractham** (Basic Finance for Non-Finance Managers )

**Lecturer at College of Management, Mahidol University**

**Education:**

- Ph.D. in Financial Economics: Drucker School of Management, Claremont Graduate University, USA
- MS in Financial Economics, Claremont Graduate University, USA
- MS in International Finance, University of Idaho, USA



**Dr. Phallapa Petison** (Customer Relationship Management)

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

**Education:**

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



# Seminar Schedule

## ■ [ Course 1 ]

### Principles of Management

**Date:** 9<sup>th</sup> – 10<sup>th</sup> August, 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 ]

### Basic Finance for Non-Finance Managers

**Date:** 21<sup>st</sup> – 22<sup>nd</sup> September, 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 ]

### Project Management – Module1

**Date:** 30<sup>th</sup> – 31<sup>st</sup> August, 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 4 ]

### Customer Relationship Management

**Date:** 27<sup>th</sup> – 28<sup>th</sup> September, 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

- ▶ 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.
- ▶ 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/](http://www.facebook.com/cmmuexecutiveeducation/)

# Class Atmosphere



# How to Apply

- ▶ Price:

13,000 Baht for Principles of Management

13,000 Baht for Project Management - Module 1

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

13,000 Baht for Customer Relationship Management

- ▶ Application form:

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

- ▶ Application deadline:

Course 1 : Principles of Management

25<sup>th</sup> Jul., 2023

Course 2 : Project Management - Module 1

15<sup>th</sup> Aug., 2023

Course 3 : Basic Finance for Non-Finance Managers

7<sup>th</sup> Sep., 2023

Course 4 : Customer Relationship Management

13<sup>th</sup> Sep., 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](mailto:c.thamma@cicombrains.com) / [n.namchoat@cicombrains.com](mailto:n.namchoat@cicombrains.com)

**Person in charge:** Ms. Endo

**Email:** [h.endo@cicombrains.com](mailto:h.endo@cicombrains.com)

▶ **Tokyo:**

**Tel:** (81)-3-5294-5576

**Person in charge:** Mr. Jigami

**Email:** [cbubcl@cicombrains.com](mailto:cbubcl@cicombrains.com)

**Website:** <https://www.cicombrains.com/CB-UBCL/>

# Venue

**Map to CMMU** : College of Management, Mahidol University  
4<sup>th</sup> Fl. 69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400  
Tel: 02-206-2000 Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

