



# 55<sup>th</sup> 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.

**55th training courses are:**

Course 0. Customer Relationship Management	2 days
Course 1. Organizational Behavior	2 days
Course 2. Supply Chain Management (*New Course)	2 days
Course 3. Logical Thinking & Decision Making	2 days
Course 4. Operations Management	2 days
Course 5. Teamwork Management	2 days

# Course 0 (from 54<sup>th</sup>)

- ★ **Subject:** Customer Relationship Management
- ★ **Date:** 29<sup>th</sup> – 30<sup>th</sup> November 2023
- ★ **Target:** Middle Management Thai Managers  
(Sales Managers, Marketing Managers, Product Managers etc.)

## ★ 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>

# Course 1

★ **Subject:** **Organizational Behavior**

★ **Date:** 7<sup>th</sup> – 8<sup>th</sup> November 2023

★ **Target:** Middle Management Thai Managers

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

## ★ **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"><li>• What is Emotional Intelligence and Understand How</li><li>• Your own EQ as a leader</li><li>• How to enhance Your EQ</li></ul>	Motivation at Work (Cont.) <ul style="list-style-type: none"><li>• Motivation strategy on an individual or group</li></ul> Workshop Exercise
	Lunch	Lunch
PM 1:00 – 4:00	Motivation at Work <ul style="list-style-type: none"><li>• Motivation &amp; Understand factors</li><li>• Impact human / Motivation / Analyze human motivation</li></ul> Case study	Change Management <ul style="list-style-type: none"><li>• The importance of managing “Change”</li><li>• Force-field analysis</li><li>• 8 Stages in Leading Change</li><li>• Organizational Development</li><li>• OD Activities</li></ul> Workshop Exercise



# Course 2

- ★ **Subject:** Supply Chain Management (\*New Course)
- ★ **Date:** 25<sup>th</sup> – 26<sup>th</sup> October 2023
- ★ **Target:** Middle Management Thai Managers  
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

## ★ Course Overview

The COVID-19 pandemic has brought about significant changes in Supply Chain Management and has underscored the importance of being able to adapt and respond to disruptions and changing market conditions.

The primary objective of Supply Chain Management training course is to help individuals developing the skills and knowledge that is necessary to effectively develop and implement the strategies for managing business, and optimizing the various activities and resources involved in the supply chain. As well as able to use frameworks and business model to improve supply chain efficiency and effectiveness.

## ★ Coverage:

- Supply Chain Management in the 'Next Normal' era.
  - Important of Supply Chain Management and Implementation.
  - BANI analysis, the 'Wheel of Change' and the future supply chain
  - Supply Chain Development
- Business Model Analysis and Supply Chain Design
  - Business Model Canvas (BMC) and Supply Chain
  - Business Supply Chain Management
  - Business Development
- Supply Chain Strategy
  - SWOT analysis using, IE and/or LEAN frameworks
  - Supply Chain Strategy design that corresponds to the business potentiality
- The future of supply chain.



# Seminar Detail- Supply Chain Management

	Day 1	Day 2
AM 9:00 – 12:00	<p>Supply Chain Management in the 'Next Normal' era.</p> <ul style="list-style-type: none"> <li>• Important of Supply Chain Management and Implementation.</li> <li>• BAN1 analysis, the 'Wheel of Change' and the future supply chain</li> <li>• Supply Chain Development</li> </ul> <p>Workshop Exercise</p>	<p>Supply Chain Strategy</p> <ul style="list-style-type: none"> <li>• SWOT analysis using, IE and/or LEAN frameworks</li> <li>• Supply Chain Strategy design that corresponds to the business potentiality</li> </ul> <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<p>Business Model Analysis and Supply Chain Design</p> <ul style="list-style-type: none"> <li>• Business Model Canvas (BMC) and Supply Chain</li> <li>• Business Supply Chain Management</li> <li>• Business Development</li> </ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"> <li>• The future of supply chain.</li> <li>• The supply chain development and business model canvas to respond to disruptions and changing market conditions.</li> </ul> <p>Workshop Exercise</p>

# Course 3

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

★ **Date:** 15<sup>th</sup> – 16<sup>th</sup> November 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"><li>• Introduction</li><li>• Foundation of Logical Thinking</li><li>• Usage, Location and Details of Logical Strategy</li><li>• Traditional vs Strategic Problem Solver</li><li>• Stretch Goal Capacity (Growth Mindset, Passion and Leadership)</li><li>• Planning Issue</li></ul>	<ul style="list-style-type: none"><li>• Office of Strategy Management (OSM)</li><li>• 4 Foundation: Strategic Interaction</li><li>• Strategic Framework</li><li>• Tactical vs Strategic Mindset</li><li>• System 1 vs System 2 Thinking</li></ul>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>• Simple Rule of Logical Strategy</li><li>• Platform Thinking</li><li>• Logical Problem-Solving Process</li><li>• Effective Steps to Project</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• Content vs Relationship Based Persuasion</li><li>• Simple Rule of Content-Based Persuasion</li><li>• Paradigm &amp; EQ</li><li>• Risk Management</li><li>• Decision Making Issue</li></ul> <p>Workshop Exercise</p>

# Course 4

- ★ **Subject:** Operations Management
- ★ **Date:** 22<sup>nd</sup> – 23<sup>rd</sup> November 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"><li>• Introduction</li><li>• Competitive Advantage, Process</li><li>• 10 Strategic OM Decisions</li></ul>	<ul style="list-style-type: none"><li>• Analyzing the Current Operations</li><li>• Value Stream Map the Existing Process</li><li>• Purpose of VSM / Element of VSM /</li><li>• Waste, 8 types of waste</li><li>• Value-added, non-value added activities</li></ul> Workshop Exercise
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>• What is lean ?</li><li>• 5 key Principles of Lean Management</li><li>• What is value ?</li></ul> Workshop Exercise	<ul style="list-style-type: none"><li>• Redesigning the Operations</li><li>• Tools, 5S, Pokayoke, Visual Control, Standard Work</li><li>• Value Stream Map of Future State</li></ul> Workshop Exercise

# Course 5

★ **Subject:**           **Teamwork Management**

★ **Date:**               21<sup>st</sup> – 22<sup>nd</sup> December 2023

★ **Target:**             Middle Management Thai Managers

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

## ★ **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. But 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"><li>• Phase of Team Development</li><li>• Stages of Team Development<ul style="list-style-type: none"><li>◦ Forming Stage / Storming Stage / Norming Stage / Performing Stage / Adjourning Stage</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Attributes for successful teamwork</li><li>• Three steps to successful teamwork</li></ul> <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"><li>• 8 Team Management System</li></ul> <p>Case Study</p> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• Linear Model of Communication</li><li>• Conflict in communication</li><li>• Providing Feedback</li><li>• Resolving Breakdowns</li></ul> <p>Workshop Exercise</p>

# Expected Instructors



**Phallapa Petison, Ph.D.** (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

**Parisa Rungruang, Ph.D.** (Organizational Behavior)  
**Assoc. Prof. and Deputy Dean at College of Management, Mahidol University**

Education:

- Ph.D. in Human Resource Management, Monash University, Australia
- MBA, University of Birmingham, UK



**Suthep Nimsai, Ph.D.** (Supply Chain Management)  
**Asst. Prof. at College of Management, Mahidol University**

Education:

- Ph.D. in Food Economics and Marketing, University of Reading, UK
- Post-doctoral in Logistics and Supply Chain Management, Corvinus University of Budapest, Hungary

# Expected Instructors



**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.



**Vichita Ractham, Ph.D.** (Teamwork Management)  
Assoc. Prof. and Dean at College of Management, Mahidol University

**Education:**

- Ph.D. in Information Science, University of Pittsburgh, USA
- MS in Information Science, University of Pittsburgh, USA

# Seminar Schedule

## ■ [ Course 0 – 54<sup>th</sup> ]

### Customer Relationship Management

**Date:** 29<sup>th</sup> – 30<sup>th</sup> November 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 1 ]

### Organizational Behavior

**Date:** 7<sup>th</sup> – 8<sup>th</sup> November 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 ]

### Supply Chain Management

**Date:** 25<sup>th</sup> – 26<sup>th</sup> October 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 ]

### Logical Thinking & Decision Making

**Date:** 15<sup>th</sup> – 16<sup>th</sup> November 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 ]

### Operations Management

**Date:** 22<sup>nd</sup> – 23<sup>rd</sup> November 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 5 ]

### Teamwork Management

**Date:** 21<sup>st</sup> – 22<sup>nd</sup> December 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 one person applies to 2 subjects or more, discount will be given!!

★ If one company applies 5 seats or more, 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/](http://www.facebook.com/cmmuexecutiveeducation/)



# Gallery





# How to Apply

▶ Price:

13,000 Baht for Customer Relationship Management  
13,000 Baht for Organizational Behavior  
13,000 Baht for Supply Chain Management  
13,000 Baht for Logical Thinking & Decision Making  
13,000 Baht for Operations Management  
13,000 Baht for Teamwork Management

▶ Application form:

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

▶ Application deadline:

Course 0 : Customer Relationship Management	15 <sup>th</sup> Nov. 2023
Course 1 : Organizational Behavior	24 <sup>th</sup> Oct. 2023
Course 2 : Supply Chain Management	11 <sup>th</sup> Oct. 2023
Course 3 : Logical Thinking & Decision Making	1 <sup>st</sup> Nov. 2023
Course 4 : Operations Management	8 <sup>th</sup> Nov. 2023
Course 5 : Teamwork Management	7 <sup>th</sup> Dec. 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**  
69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400  
Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

