



58th Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



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.

58th Training contents are:

Course 1. Strategic Marketing Management	2 days
Course 2. Principles of Management	2 days
Course 3. Project Management - Module 1	2 days
Course 4. Basic Finance for Non-Finance Managers	2 days
Course 5. Supply Chain Management –From 57 th –	2 days

Course 1

- ★ **Subject:** Strategic Marketing Management
- ★ **Date:** 1st — 2nd August 2024
- ★ **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:** Principles of Management

★ **Date:** 20th – 21st August 2024

★ **Target:** Middle Management Thai Managers

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

★ **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">• Introduction• Difference between management vs. leadership• Diverse personality types and self-assessment <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Effective verbal and nonverbal communication• Effective presentation techniques and skills <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Managerial decision-making• Decision-making process• Group/team discussion and decision-making <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Change management and change process• Cross-cultural management <p>Workshop Exercise</p>

- ★ **Subject:** **Project Management – Module I**
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Date:** 29th – 30th August 2024
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **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 I

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• Introduction• Project Life Cycle <p>Workshop Exercise</p> <ul style="list-style-type: none">• Defining the Project• Project Scope• Project Priority Matrix	<ul style="list-style-type: none">• Gantt Chart• Critical Path, Project Scheduling• Develop a Project Gantt Chart <p>Workshop Exercise</p>
	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 <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Resource Allocation• Scheduling Resources and Cost• Reducing Project Duration• Managing Risk & Change Management <p>Workshop Exercise</p>

Course 4

- ★ **Subject:** **Basic Finance for Non-Finance Managers**
- ★ **Date:** 26th — 27th September 2024
- ★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers, HR Managers etc.)

★ 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>Issues in Finance</p> <ul style="list-style-type: none">Financial Economic / Business/Political Issues <p>Understanding Financial Statement</p> <ul style="list-style-type: none">Managerial accountingPlanning & Control CycleFinancial vs Managerial Accounting	<p>Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none">Ratio AnalysisProfitability ratio / Liquidity ratio / Etc. <p>Case Interpreting financial analysis</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">What is Financial Analysis?What is an Annual Report?Basic Accounting Principles <p>Case Study Workshop Exercise</p>	<p>Corporate Finance</p> <ul style="list-style-type: none">What is your opportunity cost?The concept of Time Value of MoneyHow to enhance shareholder value <p>Mini case</p>

★ **Subject:** Supply Chain Management (*New Course)

★ **Date:** 10th – 11th September 2024

★ **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"> • Important of Supply Chain Management and Implementation. • BANI analysis, the 'Wheel of Change' and the future supply chain • Supply Chain Development <p>Workshop Exercise</p>	<p>Supply Chain Strategy</p> <ul style="list-style-type: none"> • SWOT analysis using, IE and/or LEAN frameworks • Supply Chain Strategy design that corresponds to the business potentiality <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"> • Business Model Canvas (BMC) and Supply Chain • Business Supply Chain Management • Business Development <p>Workshop Exercise</p>	<ul style="list-style-type: none"> • The future of supply chain. • The supply chain development and business model canvas to respond to disruptions and changing market conditions. <p>Workshop Exercise</p>

Expected Instructors



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

Asst. Prof. and Lecturer 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

Suparak Suriyankietkaew, Ph. D. (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



Nathasit Gerdsri, Ph. D. (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



Arichai Ractham, Ph. D. (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



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

Seminar Schedule

■ [Course 1]

Strategic Marketing Management

Date: 1st – 2nd August 2024

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]

Project Management – Module1

Date: 29th – 30th August 2024

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]

Principles of Management

Date: 20th – 21st August 2024

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]

Basic Finance for Non-Finance Managers

Date: 26th – 27th September 2024

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] –From 57th–

Supply Chain Management

Date: 10th – 11th September 2024

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!! (Excludes course 5.)

✕ Please kindly understand that the schedule and method of delivery may be changed.



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 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/

Class Atmosphere



How to Apply

- ▶ Price:

13,000 Baht for Strategic Marketing Management

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 Supply Chain Management

- ▶ Application:

Please fill in the application form and send to contact@retro-modern.com

- ▶ Application deadline:

Course 1 : Strategic Marketing Management

18th Jul. 2024

Course 2 : Principles of Management

6th Aug. 2024

Course 3 : Project Management - Module 1

15th Aug. 2024

Course 4 : Basic Finance for Non-Finance Managers

12th Sep. 2024

Course 5 : Supply Chain Management

27th Aug. 2024

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

► English / Thai

Tel: (66)-82-671-8574 (EN / TH)

Person in charge: Ms. Chamaiporn (Tae)
Ms. Nishada (G)

Email: contact@retro-modern.com

► Japanese

Person in charge: Ms. Endo

Email: h.endo@retro-modern.com

Map to CMMU : College of Management, Mahidol University
69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400

