



# 59th 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.

**59th training courses are:**

Course 0. Basic Finance for Non-Finance Managers (From 58th)	2 days
Course 1. Customer Relationship Management	2 days
Course 2. Organizational Behavior	2 days
Course 3. Logical Thinking & Decision Making	2 days
Course 4. Operations Management	2 days

# Course 0 [From 58<sup>th</sup>]

★ **Subject:** Basic Finance for Non-Finance Managers

★ **Date:** 26<sup>th</sup> – 27<sup>th</sup> 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"> <li>Financial Economic / Business/Political Issues</li> </ul> <p>Understanding Financial Statement</p> <ul style="list-style-type: none"> <li>Managerial accounting</li> <li>Planning &amp; Control Cycle</li> <li>Financial vs Managerial Accounting</li> </ul>	<p>Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none"> <li>Ratio Analysis</li> <li>Profitability ratio / Liquidity ratio / Etc.</li> </ul> <p>Case Interpreting financial analysis</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> <li>What is Financial Analysis?</li> <li>What is an Annual Report?</li> <li>Basic Accounting Principles</li> </ul> <p>Case Study Workshop Exercise</p>	<p>Corporate Finance</p> <ul style="list-style-type: none"> <li>What is your opportunity cost?</li> <li>The concept of Time Value of Money</li> <li>How to enhance shareholder value</li> </ul> <p>Mini case</p>

# Course 1

- ★ **Subject:** Customer Relationship Management
- ★ **Date:** 30<sup>th</sup> – 31<sup>st</sup> October 2024
- ★ **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>

# Course 2

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

★ **Date:** 24<sup>th</sup> – 25<sup>th</sup> October 2024

★ **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	<p>EQ &amp; Emotions at work</p> <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>	<p>Motivation at Work (Cont.)</p> <ul style="list-style-type: none"> <li>• Motivation strategy on an individual or group</li> </ul> <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<p>Motivation at Work</p> <ul style="list-style-type: none"> <li>• Motivation &amp; Understand factors</li> <li>• Impact human / Motivation / Analyze human motivation</li> </ul> <p>Case study</p>	<p>Change Management</p> <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> <p>Workshop Exercise</p>

# Course 3

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

★ **Date:** 5<sup>th</sup> – 6<sup>th</sup> November 2024

★ **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
- 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:** 27<sup>th</sup> – 28<sup>th</sup> November 2024

★ **Target:** Middle Management Thai Managers

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

★ **Language:** Thai

## ★ **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> <p>Workshop Exercise</p>
	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> <p>Workshop Exercise</p>	<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> <p>Workshop Exercise</p>

# 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

**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

# Expected Instructors



**Dr. Rath Dhnadirek (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



**Dr. Prattana Punnakitikashem (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 0 ]

### Basic Finance for Non-Finance Managers [discount not included]

**Date:** 26<sup>th</sup> – 27<sup>th</sup> 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 1 ]

### Customer Relationship Management

**Date:** 30<sup>th</sup> – 31<sup>st</sup> October 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 ]

### Organizational Behavior

**Date:** 24<sup>th</sup> – 25<sup>th</sup> October 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 ]

### Logical Thinking & Decision Making

**Date:** 5<sup>th</sup> – 6<sup>th</sup> November 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 ]

### Operations Management

**Date:** 27<sup>th</sup> – 28<sup>th</sup> November 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 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'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 !

→ <https://www.facebook.com/RetroModernBKK/>

# Gallery



# How to Apply

▶ Price:

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

13,000 Baht for Customer Relationship Management

13,000 Baht for Organizational Behavior

13,000 Baht for Logical Thinking & Decision Making

13,000 Baht for Operations Management

▶ Application:

Please fill in the application form and send to [contact@retro-modern.com](mailto:contact@retro-modern.com)

▶ Application deadline:

Course 0 : Basic Finance for Non-finance Managers	12 <sup>th</sup> Sep. 2024
Course 1 : Customer Relationship Management	16 <sup>th</sup> Oct. 2024
Course 2 : Organizational Behavior	10 <sup>th</sup> Oct. 2024
Course 3 : Logical Thinking & Decision Making	22 <sup>nd</sup> Oct. 2024
Course 4 : Operations Management	13 <sup>th</sup> Nov. 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 (English / Thai)

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

**Email:** [contact@retro-modern.com](mailto:contact@retro-modern.com)

## ▶ Japanese

**Person in charge:** Ms. Endo

**Email:** [h.endo@retro-modern.com](mailto:h.endo@retro-modern.com)

**Website:** <https://retro-modern-thailand.com/programs/cmmu.php>

# 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>

