



61st 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.

61st training courses are:

Course 0. Strategic Design and Deployment (From 60 th)	2 days
Course 0. Finance for Practical Strategies (From 60 th)	2 days
Course 1. Logical Thinking & Decision Making	2 days
Course 2. Lean & Smart Operations	2 days
Course 3. Essential Digital Tools for Workplace	1 day
Course 4. Innovative Supply Chain Management	2 days
Course 5. Teamwork in a Multigenerational Workplace	2 days

Course 0 [From 60th]

★ **Subject:** Strategic Design and Development

Previously: Strategy & Execution

★ **Date:** 8th – 9th April 2025

★ **Target:** Middle Management Thai Managers

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

★ **Course Overview**

Strategy & Execution Course provides the insights and tools to bridge that difficult gap between the rational development of strategy and real-life execution. It helps to identify hidden traps, balance the rational with the emotional and build the internal capability to continue implementing strategy successfully.

The program provides a ready-made support network in the form of fellow participants facing similar challenges. Arrive with a strategy report and leave with an action plan that delivers results. As the final step in what can sometimes be an arduous process, strategy execution is vitally important to get right for your company, especially if it is a key component of its business transformation.

★ **Coverage:**

- Introduction Strategy & Strategic Thinking
- Strategic Management process
- Strategic analysis
- Strategy Formulation
- Strategic Implementation & Control
- Strategic Alignment
- Strategy Execution (Balance scorecards, Strategy map)
- Strategic Management Level
- Corporate Strategy & Operation Strategy
- The Process of Operation Strategy
- Strategic Initiatives (Current Situation / Action Plans / Goals)

Seminar Detail- Strategic Design and Development

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"> • Introduction Strategy & Strategic Thinking • Strategic Management Process • Developing a Strategic Vision • Phase of the Strategy <p>Case Study</p>	<ul style="list-style-type: none"> • Strategic Alignment • Strategy Execution (Balance scorecards, Strategy map) • Strategic Management Level • Components of Internal Analysis • Corporate Strategy / Business Strategy / Functional Strategy <p>Case Study</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"> • Strategic Alignment • Situation Analysis • Strategy Formulation (Vision, Mission, Strategic Issues, Goals, Strategic Objectives) • Strategic Implementation & Control (Strategic Initiatives, Action Plans, KPIs) <p>Workshop Exercise</p>	<ul style="list-style-type: none"> • The Process of Operation Strategy • Strategic Management & Operations • Strategic Initiatives (Current Situation / Action Plans / Goals) <p>Workshop Exercise</p>

Course 0 [From 60th]

- ★ **Subject:** **Finance for Practical Strategies**
Previously: **Basic Finance for Non-Finance Managers**
- ★ **Date:** 28th – 29th April 2025
- ★ **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- Finance for Practical Strategies

	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 accounting Planning & Control Cycle Financial vs Managerial Accounting 	<p>Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none"> Ratio Analysis Profitability 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 Money How to enhance shareholder value <p>Mini case</p>

Course 1

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

★ **Date:** 7th – 8th May 2025

★ **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 and 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 2

★ **Subject:** **Lean & Smart Operations**
Previously: [Operations Management](#)

★ **Date:** 21st – 22nd May 2025

★ **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- Lean & Smart Operations

	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>

Course 3

★ **Subject:** Essential Digital Tools for Workplace * New Course *

★ **Date:** 17th June 20525 (1-day course)

★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, etc.)

★ Course Overview

In the present day, it is undeniable that the role of digital tools in business has grown dramatically. This course aims to equip participants with practical knowledge of generative AI tools for the workplace, focusing on developing skills to craft effective AI prompts that enhance productivity and creativity. Participants will also gain insights into promoting ethical and safe AI usage in professional environments, alongside hands-on experience with AI tools for real-world application.

★ Coverage:

- Introduction and Importance of Digital Transformation
- The evolving nature of work in the digital age.
- AI capabilities (e.g., data analysis, decision-making, content creation)
- Mastering Prompt Engineering Techniques
- Using Generative AI Tools for Work
- Ethical and Safe Use of AI
- AI limitations (e.g., privacy concerns, data bias, ethical implications)
- Implementation Plan

Seminar Detail- Essential Digital Tools for Workplace

	Day 1
AM 9:00 – 12:00	<ul style="list-style-type: none">• Introduction and Importance of Digital Transformation<ul style="list-style-type: none">○ The evolving nature of work in the digital age.○ AI capabilities (e.g., data analysis, decision-making, content creation)• Mastering Prompt Engineering Techniques
	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">• Using Generative AI Tools for Work• Ethical and Safe Use of AI<ul style="list-style-type: none">○ AI limitations (e.g., privacy concerns, data bias, ethical implications)• Implementation Plan <p>Workshop Exercise</p>

Course 4

★ **Subject:** Innovative Supply Chain Management

★ **Date:** 24th – 25th June 2025

★ **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- Innovative 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>

Course 5

★ **Subject:** **Teamwork in a Multigenerational Workplace**

Previously: [Teamwork Management](#)

★ **Date:** 17th – 18th July 2025

★ **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 in a Multigenerational Workplace

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"> Phase of Team Development Stages of Team Development <ul style="list-style-type: none"> Forming Stage / Storming Stage / Norming Stage / Performing Stage / Adjourning Stage 	<ul style="list-style-type: none"> Attributes for successful teamwork Three steps to successful teamwork <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"> 8 Team Management System <p>Case Study</p> <p>Workshop Exercise</p>	<ul style="list-style-type: none"> Linear Model of Communication Conflict in communication Providing Feedback Resolving Breakdowns <p>Workshop Exercise</p>

Expected Instructors



Poomporn Thamsatitdej, Ph.D. (Strategic Design and Deployment)

Asst. Prof. at College of Management, Mahidol University

Education:

- DBA in Management Science, Strathclyde Business School, University of Strathclyde, UK
- MS in Management Science, Strathclyde Business School, University of Strathclyde, UK

Arichai Ractham, Ph.,D. (Finance for Practical Strategies)

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



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. (Lean & Smart Operations)

Assoc. Prof. and 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.



Expected Instructors



Tipajin Thaipisutikul, Ph.D. (Essential Digital Tools for Workplace)
**Asst. Prof. at Faculty of Information and Communication Technology,
Mahidol University**

Education:

- Ph.D. from Department of Computer Science and Information Engineering, National Central University, Chung-Li, Taiwan,
- MS in Research Path, The University of Sydney (USYD), Sydney, Australia

Suthep Nimsai Ph.,D. (Innovative 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



Vichita Ractham Ph.,D. (Teamwork in a Multigenerational Workplace)
Assoc. Prof. 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] [discount not included]

Strategic Design and Deployment

Date: 8th – 9th April 2025
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]

Logical Thinking & Decision Making

Date: 7th – 8th May 2025
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]

Essential Digital Tools for Workplace

Date: 17th June 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 8,200 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 5]

Teamwork in a Multigenerational Workplace

Date: 17th – 18th July 2025
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 0] [discount not included]

Finance for Practical Strategies

Date: 28th – 29th April 2025
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]

Lean & Smart Operations

Date: 21st – 22nd May 2025
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]

Innovative Supply Chain Management

Date: 24th – 25th June 2025
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!!



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 2-day courses

8,200 Baht for 1-day course

▶ Application:

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

▶ Application deadline:

Course 0 : Strategic Design and Deployment	1 st Apr. 2025
Course 0 : Finance for Practical Strategies	17 th Apr. 2025
Course 1 : Logical Thinking & Decision Making	23 rd Apr. 2025
Course 2 : Lean & Smart Operations	6 th May. 2025
Course 3 : Essential Digital Tools for Workplace	3 rd June. 2025
Course 4 : Innovative Supply Chain Management	10 th June. 2025
Course 5 : Teamwork in a Multigenerational Workplace	3 rd July. 2025

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: Mr. Takayuki Saito (Japan)

Email: t-saitou@retro-modern.com

Person in charge: Ms. Hanae Endo (Bangkok)

Email: h.endo@retro-modern.com

