



62nd Thai-Japanese Management Development Program

— Middle Management Development Program —



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.

62nd Training contents are:

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| Course 2. Project Management - Module 1 | 2 days |
| Course 3. Essentials of Modern Management (Previously: Principles of Management) | 2 days |
| Course 4. Innovative Leader & Design Thinking Mindset * New course | 2 days |

Course 2

- ★ **Subject:** Project Management – Module 1
- ★ **Date:** 3rd – 4th September 2025
- ★ **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 3

★ **Subject:** **Essentials of Modern Management**

Previously: [Principles of Management](#)

★ **Date:** 22nd – 23rd September 2025

★ **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.

★ **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>

Course 4

★ **Subject:** Innovative Leader & Design Thinking Mindset * New Course *

★ **Date:** 14th – 15th October 2025

★ **Target:** Middle Management Thai Managers

(Production Managers, Sales Managers, Marketing Managers, HR Managers, etc.)

★ Course Overview

This course is designed to help participants understand the characteristics of innovative leadership and the importance of innovation in driving organizations in the present era. Participants will learn about various contemporary innovation models and the design thinking mindset, which is a key tool for fostering innovation.

The content structure is based on various theories related to leadership, innovation, and design thinking, enabling participants to convey shared understanding and expectations within the organizations. Ultimately, participants will learn about the behaviors and practices required to drive an organization with a design thinking mindset, allowing them to successfully lead and create innovation within their organizations.

★ Coverage:

- What is Innovation
- Types of Innovation
- Innovator's DNA
 - Characteristics of an Innovative Leader
- Introduction to Design Thinking > Why & What?
 - Design Thinking in 5 steps
- Design Thinking Practice + Workshop
 - Workshop Design Thinking (E-Stage, D- Stage)
 - Workshop Design Thinking (I-Stage, P-Stage, T-Stage)
- Leading Organization through design thinking
 - Applying the design thinking mindset in organizations
 - Characteristics of leaders who apply design thinking in various organizational contexts

Seminar Detail - Innovative Leader & Design Thinking Mindset

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• What is Innovation?• Types of Innovation	<ul style="list-style-type: none">• Introduction to Design Thinking > Why & What?<ul style="list-style-type: none">◦ Design Thinking in 5 steps• Design Thinking Practice + Workshop<ul style="list-style-type: none">◦ Workshop Design Thinking (E-Stage, D- Stage)
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Types of Innovation (cont.)• Innovator's DNA<ul style="list-style-type: none">◦ Characteristics of an Innovative Leader	<ul style="list-style-type: none">• Design Thinking Practice + Workshop (cont.)<ul style="list-style-type: none">◦ Workshop Design Thinking (I-Stage, P- Stage, T-Stage)• Leading Organization through design thinking<ul style="list-style-type: none">◦ Applying the design thinking mindset in organizations◦ Characteristics of leaders who apply design thinking in various organizational contexts

Expected Instructors



Nathasit Gertsri, 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

Suparak Suriyankietkaew, Ph.D. (Essentials of Modern 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



Triyuth Promsiri, Ph.D. (Innovative Leader & Design Thinking Mindset)

Assistant Dean at College of Management, Mahidol University

Program Chair at Entrepreneurship & Innovation Program, College of Management Mahidol University

Education:

- Ph.D. in Philosophy (Entrepreneurship Management), College of Management, Mahidol University, Thailand
- MS in New Technology Venture, College of Management, Mahidol University, Thailand

Seminar Schedule

■ [Course 2]

Project Management – Module1

Date: 3rd – 4th September 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]

Essentials of Modern Management

(Principles of Management)

Date: 22nd – 23rd September 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 Leader & Design Thinking

Mindset * NEW *

Date: 14th – 15th October 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 one person applies to 2 subjects or more, discount will be given!!

★ If one company applies 5 seats or more, discount will be given!!



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: (No VAT and WHT applied)

13,000 Baht for all courses

▶ Application:

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

▶ Application deadline:

Course 2: Project Management - Module 1

21st August 2025

Course 3: Essentials of Modern Management

10th September 2025

Course 4: Innovative Leader & Design Thinking Mindset

1st October 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

Website: <https://retro-modern-thailand.com/th/>

► 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

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