



# 63<sup>rd</sup> 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.

## 63<sup>rd</sup> Training contents are:

Course 0. Essentials of Modern Management	(Previously: Principles of Management)	(From 60th)	2 days
Course 0. Innovative Leader & Design Thinking Mindset	* New course	(From 60th)	2 days
Course 1. Customer Engagement Blueprint	(Previously: Customer Relationship Management)		2 days
Course 2. Finance for Practical Strategies	(Previously: Basic Finance for Non-Finance M.)		2 days
Course 3. The Leadership Edge: Navigating Emotion, Motivation and Transformation			2 days
	(Previously: Organizational Behavior)		
Course 4. Logical Thinking and Decision Making			2 days

# Course 0 [62<sup>nd</sup>]

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

Previously: [Principles of Management](#)

★ **Date :**           22<sup>nd</sup> – 23<sup>rd</sup> 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 - Essentials of Modern Management

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none"><li>• Introduction</li><li>• Difference between management vs. leadership</li><li>• Diverse personality types and self-assessment</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• Effective verbal and nonverbal communication</li><li>• Effective presentation techniques and skills</li></ul> <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"><li>• Managerial decision-making</li><li>• Decision-making process</li><li>• Group/team discussion and decision-making</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• Change management and change process</li><li>• Cross-cultural management</li></ul> <p>Workshop Exercise</p>



# Course 0 [62nd]

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

★ **Date:** 14<sup>th</sup> – 15<sup>th</sup> 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"><li>• What is Innovation?</li><li>• Types of Innovation</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Design Thinking &gt; Why &amp; What?<ul style="list-style-type: none"><li>○ Design Thinking in 5 steps</li></ul></li><li>• Design Thinking Practice + Workshop<ul style="list-style-type: none"><li>○ Workshop Design Thinking (E-Stage, D- Stage)</li></ul></li></ul>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"><li>• Types of Innovation (cont.)</li><li>• Innovator's DNA<ul style="list-style-type: none"><li>○ Characteristics of an Innovative Leader</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Design Thinking Practice + Workshop (cont.)<ul style="list-style-type: none"><li>○ Workshop Design Thinking (I-Stage, P- Stage, T-Stage)</li></ul></li><li>• Leading Organization through design thinking<ul style="list-style-type: none"><li>○ Applying the design thinking mindset in organizations</li><li>○ Characteristics of leaders who apply design thinking in various organizational contexts</li></ul></li></ul>

# Course 1

- ★ **Subject:** Customer Engagement Blueprint  
Previously: Customer Relationship Management
- ★ **Date:** 8<sup>th</sup> – 9<sup>th</sup> October 2025
- ★ **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 Engagement Blueprint

	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: Finance for Practical Strategy

Previously: Basic Finance for Non-Finance Managers

★ Date: 28<sup>th</sup> — 29<sup>th</sup> October 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 Strategy

	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 3

- ★ **Subject:** The Leadership Edge: Navigating Emotion, Motivation and Transformation  
Previously: Organizational Behavior
- ★ **Date:** 4<sup>th</sup> – 5<sup>th</sup> November 2025
- ★ **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- The Leadership Edge:

## Navigating Emotion, Motivation and Transformation

	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 4

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

★ **Date:** 19<sup>th</sup> – 20<sup>th</sup> November 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"><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>

# Expected Instructors



## **Suparak Suriyankietkaew, Ph.D. (Essentials of Modern Management)**

**Assoc. Prof. at College of Management, Mahidol University**  
**Assistant Dean for Business & Community Relations at 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



## **Phallapa Petison, Ph.D. (Customer Engagement Blueprint)**

**Assoc. Prof. at College of Management, Mahidol University**  
**Head of the Marketing and Human Capital and Organizational Management Departments at College of Management, Mahidol University**

- Education:**
- Ph.D. in International Business from Asian Institute of Technology, Thailand
  - MBA, Asian Institute of Technology, Thailand

# 講師紹介



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

**Lecturer at College of Management, Mahidol University**

**Independent Director and Audit Committee of Syntec Construction PCL.**

### **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

## **Parisa Rungruang, Ph.,D. (The Leadership Edge)**

**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



## **Rath Dhnadirek, Ph.,D. (Logical Thinking and 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

# Seminar Schedule

## ■ [ Course 0 ] Essentials of Modern Management

(Principles of Management)

[From 62<sup>nd</sup>] –discount not included

**Date:** 22<sup>nd</sup> – 23<sup>rd</sup> 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 1 ] Customer Engagement Blueprint

(Customer Relationship Management)

**Date:** 8<sup>th</sup> – 9<sup>th</sup> 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)

## ■ [ Course 3 ] The Leadership Edge

(Organizational Behavior )

**Date:** 4<sup>th</sup> – 5<sup>th</sup> November 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 ] Innovative Leader & Design

Thinking Mindset \* NEW \*

[From 62<sup>nd</sup>] –discount not included

**Date:** 14<sup>th</sup> – 15<sup>th</sup> 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)

## ■ [ Course 2 ] Finance for Practical Strategy

(Basic Finance for Non-Finance Managers)

**Date:** 28<sup>th</sup> – 29<sup>th</sup> 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)

## ■ [ Course 4 ] Logical Thinking and Decision Making

**Date:** 19<sup>th</sup> – 20<sup>th</sup> November 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!!

Thai-Japanese Management Development Program





# 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.
- ▶ This was the first time for me to learn Financial Principles and Concepts properly so I would be changing my mind better at my workplace.
- ▶ 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/](http://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](mailto:contact@retro-modern.com)

▶ Application deadline:

<u>Course 0:</u> Essentials of Modern Management	10 <sup>th</sup> September 2025
<u>Course 0:</u> Innovative Leader & Design Thinking Mindset	1 <sup>st</sup> October 2025
<u>Course 1:</u> Customer Engagement Blueprint	24 <sup>th</sup> September 2025
<u>Course 2:</u> Finance for Practical Strategy	14 <sup>th</sup> October 2025
<u>Course 3:</u> The Leadership Edge	21 <sup>st</sup> October 2025
<u>Course 4:</u> Logical Thinking and Decision Making	5 <sup>th</sup> November 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](mailto: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](mailto:t-saitou@retro-modern.com)

**Person in charge:** Ms. Hanae Endo (Bangkok)

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

**Facebook:** <https://www.facebook.com/RetroModernBKK>

### Map to CMMU : College of Management, Mahidol University

69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400

