



63rd 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.

63rd Training contents are:

[62 nd] Course: Innovative Leader & Design Thinking Mindset * New course	2 days
Course 2: Finance for Practical Strategies	2 days
Course 3: Leadership Edge: Navigating Emotion, Motivation and Transformation (Previously: Organizational Behavior)	2 days
Course 4: Logical Thinking & Decision Making	2 days

★ **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	• What is Innovation? • Types of Innovation	• Introduction to Design Thinking > Why & What? ◦ Design Thinking in 5 steps • Design Thinking Practice + Workshop ◦ Workshop Design Thinking (E-Stage, D- Stage)
	Lunch	Lunch
PM 1:00-4:00	• Types of Innovation (cont.) • Innovator's DNA ◦ Characteristics of an Innovative Leader	• Design Thinking Practice + Workshop (cont.) ◦ 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

Course 2

★ **Subject:** Finance for Practical Strategy

Previously: Basic Finance for Non-Finance Managers

★ **Date:** 28th — 29th 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	Issues in Finance - Financial Economic / Business/Political Issues Understanding Financial Statement - Managerial accounting - Planning & Control Cycle - Financial vs Managerial Accounting	Accounting and Finance Ratio Analysis - Ratio Analysis - Profitability ratio / Liquidity ratio / Etc. Case Interpreting financial analysis
	Lunch	Lunch
PM 1:00-4:00	- What is Financial Analysis? - What is an Annual Report? - Basic Accounting Principles Case Study Workshop Exercise	Corporate Finance - What is your opportunity cost? - The concept of Time Value of Money - How to enhance shareholder value Mini case

Course 3

- ★ **Subject:** Leadership Edge: Navigating Emotion, Motivation and Transformation
Previously: Organizational Behavior
- ★ **Date:** 4th – 5th 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- Leadership Edge: Navigating Emotion, Motivation and Transformation

	Day 1	Day 2
AM 9:00 – 12:00	EQ & Emotions at work • What is Emotional Intelligence and Understand How • Your own EQ as a leader • How to enhance Your EQ	Motivation at Work (Cont.) • Motivation strategy on an individual or group Workshop Exercise
	Lunch	Lunch
PM 1:00 – 4:00	Motivation at Work • Motivation & Understand factors • Impact human / Motivation / Analyze human motivation Case study	Change Management • The importance of managing “Change” • Force-field analysis • 8 Stages in Leading Change • Organizational Development • OD Activities Workshop Exercise

Course 4

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

★ **Date:** 19th – 20th 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	• 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	• 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	• Simple Rule of Logical Strategy • Platform Thinking • Logical Problem-Solving Process • Effective Steps to Project Workshop Exercise	• Content vs Relationship Based Persuasion • Simple Rule of Content-Based Persuasion • Paradigm & EQ • Risk Management • Decision Making Issue Workshop Exercise



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

- Assistant Dean for Academic, Innovation and Lifelong Learning at College of Management, Mahidol University
- Program Chair at Entrepreneurship & Innovation at College of Management, Mahidol University
- Co-founder and Managing Director of Varavela Creation Co., Ltd.

Education:

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



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. (Leadership Edge)

- Associate Professor at College of Management, Mahidol University
- 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 & 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] (Discount not included)

Innovative Leader & Design Thinking Mindset * NEW *

Date: 14th – 15th October 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: MU Building, Vipavadee Rangsit
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 2]

Finance for Practical Strategies

(Basic Finance for Non-finance Managers)

Date: 28th – 29th 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] Leadership Edge

(Organizational Behavior)

Date: 4th – 5th 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 4]

Logical Thinking & Decision Making

Date: 19th – 20th 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!!



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 workplace.
- ▶ 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:

[62nd] Course: Innovative Leader & Design Thinking Mindset	1 st October 2025
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<u>Course 2</u> : Finance for Practical Strategies	14 th October 2025
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<u>Course 3</u> : Leadership Edge	21 st October 2025
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<u>Course 4</u> : Logical Thinking & Decision Making	5 th November 2025
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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

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Person in charge: Ms. Chamaiporn (Tae)

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► Japanese

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