





64th Thai-Japanese Management Development Program

Middle Management Development Program



College of Management
Mahidol University



In corporation
with
 **Cicom Brains** &  **RETRO
MODERN** INC.

Program Overview

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 Company

- Help speed up localization and enhance competitiveness through
 - Talent development on the manager level
 - Positive impact on HR retention & recruitment

For Participant

- Help develop confidence and recognition by
 - Receiving CMMU certificate for completing the course
 - Acquiring practical management knowledge and skills

TARGET

This program is designed for Middle Managers(*) in Sales, Marketing, Production*, Service Development, Purchasing and HR & Administration department in both manufacturing and non-manufacturing companies.

(*) Managers who have been 3-5 years in that position.

Seminar style

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.

64th

TRAINING CONTENTS INCLUDES:

- | | | |
|-----------------|------------------------------------|--------|
| Course 1 | Basic Business Mindset NEW! | 1 Day |
| Course 2 | Project Management - Module 1 | 2 Days |
| Course 3 | Essentials of Modern Management | 2 Days |

NEW

Basic Business Mindset

DATE: 30 March 2026

TARGET:

New Staffs, Early-Years Career Staffs
(Production Staffs, Sales Staffs, HR Staffs,
Accounting Staffs etc.)

COURSE OVERVIEW:

This course is designed to equip new and early-career staff with a foundational business mindset that will serve them throughout their professional journey. While there are many facets to developing a strong business perspective, this one-day program concentrates on three core areas: (1) Holistic Mind - Strategic approach to organizational management, (2) Entrepreneurship Mind - building fundamental business acumen, and (3) Connector Mind - enhancing communication and collaboration skills.

Participants will understand how the business operates as a whole—from the company's purpose and financial model to how departments interconnect. They'll develop practical business acumen to think like owners, make cost-conscious decisions, and build compelling business cases. Learners will gain the confidence to take initiative, see challenges as opportunities, and contribute meaningfully from day one while building valuable cross-functional relationships.

COVERAGE TOPICS:

The Holistic Mind – Why our business exists?

- Vision, Mission, Values • Value Creation

Entrepreneurship Mind

- Business Model Canvas • Cost & Benefit
- Revenue Model, Cost and Profit
- Department contributes to the bottom line

Connector Mind – How do we work together?

- Functional and Cross Functional Collaboration
- Organizational structure & interdependencies

The owner minds – The last Challenge

Taking initiative & ownership

- Problem-solving framework
- Making business cases for ideas

NEW

Seminar Details

Basic Business Mindset

	Day 1
9:00-12:00	<p>The Holistic Mind – Why our business exists?</p> <ul style="list-style-type: none">• Vision, Mission, Values• Value Creation <p>Entrepreneurship Mind – How do our business make money?</p> <ul style="list-style-type: none">• Business Model Canvas• Cost & Benefit• Revenue Model, Cost and Profit• Department contributes to the bottom line <p>Workshop Exercise</p>
13:00-16:00	<p>Connector Mind – How do we work together?</p> <ul style="list-style-type: none">• Functional and Cross Functional Collaboration• Organizational structure & interdependencies <p>The owner minds – The last Challenge</p> <ul style="list-style-type: none">• Taking initiative & ownership<ul style="list-style-type: none">◦ Problem-solving framework◦ Making business cases for ideas <p>Workshop Exercise</p>

Project Management – Module 1

DATE: 21-22 April 2026

TARGET: Middle Management Thai Managers
(Production 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 TOPICS:

- 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

Project Management – Module 1

	Day 1	Day 2
9:00-12:00	<p>Introduction</p> <ul style="list-style-type: none">• 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>
13:00-16:00	<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>

Essentials of Modern Management

DATE: 19-20 May 2026

TARGET: Middle Management Thai Managers
(Production 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 TOPICS:

- 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

Essentials of Modern Management

	Day 1	Day 2
9:00-12:00	<ul style="list-style-type: none">• Introduction• Difference between management vs. leadership• Diverse personality types and self-assessment Workshop Exercise	<ul style="list-style-type: none">• Effective verbal and nonverbal communication• Effective presentation techniques and skills Workshop Exercise
13:00-16:00	<ul style="list-style-type: none">• Managerial decision-making• Decision-making process• Group/team discussion and decision-making Workshop Exercise	<ul style="list-style-type: none">• Change management and change process• Cross-cultural management Workshop Exercise

Expected Instructors



Triyuth Promsiri, Ph.D.

(Basic Business 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

Nathasit Gerdsri, Ph.D.

(Project Management - Module 1)

- Associate Professor of Technology and Innovation Management at College of Management, Mahidol University
- Former Deputy Dean for Academic Programs 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)

- Associate Professor 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

Seminar Schedule

Course 1

Basic Business Mindset

Date: 30 March 2026 (1-day)
Time: 9:00-16:00
Venue: MU Building,
Vibhavadi Rangsit
Fee: 8,200 Baht
(incl. 2 Breaks and Lunch)

Course 3

Essentials of Modern Management

Date: 19 - 20 May 2026 (2-day)
Time: 9:00-16:00
Venue: MU Building,
Vibhavadi Rangsit
Fee: 16,000 Baht
(incl. 2 Breaks and Lunch)

Course 2

Project Management – Module 1

Date: 21 - 22 April 2026 (2-day)
Time: 9:00-16:00
Venue: MU Building,
Vibhavadi Rangsit
Fee: 16,000 Baht
(incl. 2 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 & Feedbacks

From our earlier sessions

“ The trainers are friendly, rich in experiences and used many relatable examples ”

“ It was meaningful that I could discuss with participants from other companies. ”

“ I found it interesting that we did a case study, had a group discussion, and finally gave a presentation. ”

“ Learnt through many case studies is very useful for organizing a team and carrying out a task as a manager. ”

“ }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. ”

“ What I learned in this course is very useful for my workplace, as it includes both theory and practical skills like group discussions and presentation training. ”

“ It helps me communicate better with my team and understand the problems in the organization. ”



How to Apply

Training Fee (No VAT and WHT applied)

2-Day course - **16,000.- THB**

1-Day course - **8,200.- THB**

Application

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

Application Submission Deadline

Course 1	Basic Business Mindset	16 March 2026
Course 2	Project Management - Module 1	7 April 2026
Course 3	Essentials of Modern Management	5 May 2026

How to Apply

Payment Process

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.

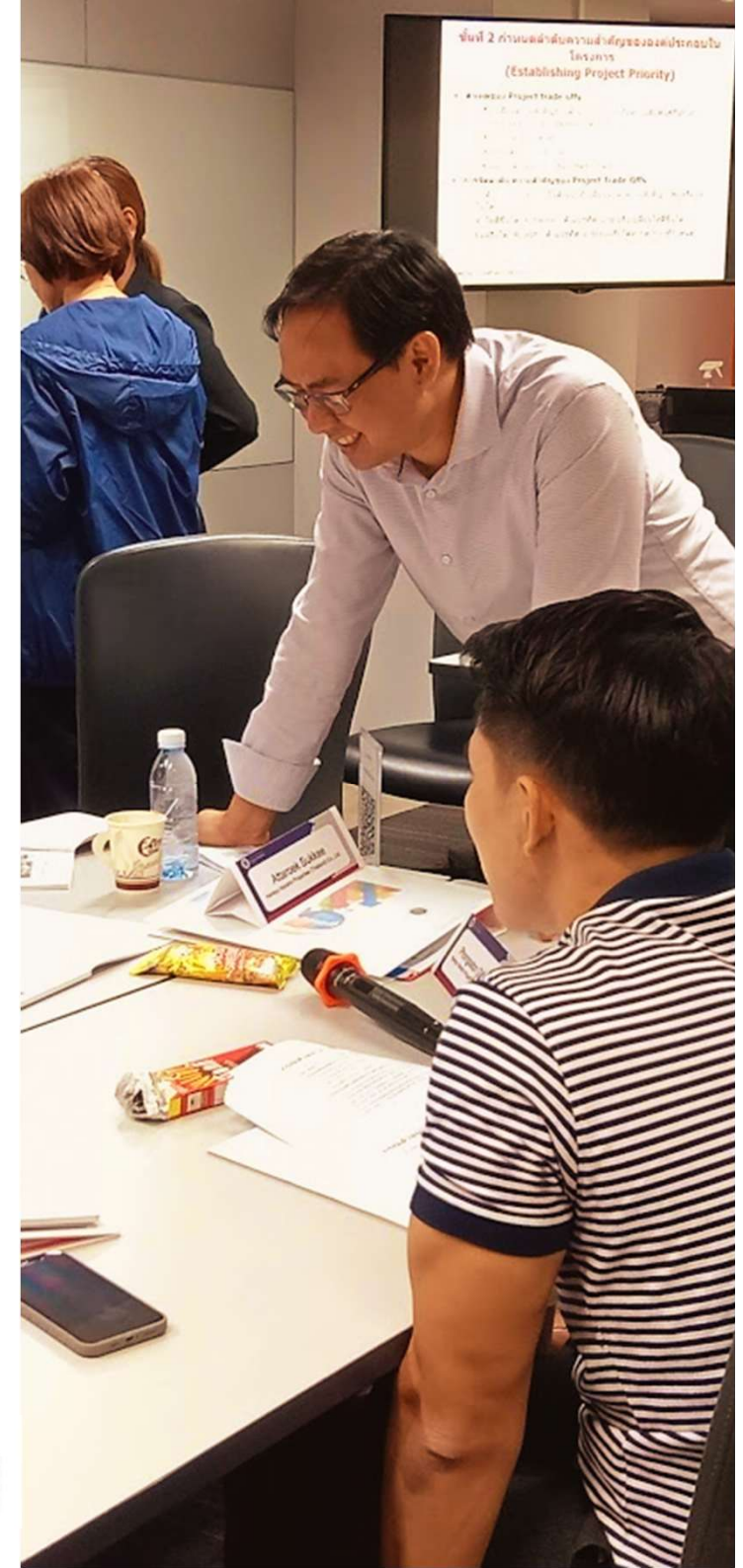
★ Please note that the payer is responsible for any transaction fees occurs.

Payment Deadline

Before the first day of each training.

Cancellation Policy

- 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.



For Enquiries

ENGLISH / THAI

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Ms. Nishada (G)
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JAPANESE

Contact Person: Mr. Takayuki Saito (Japan base)
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MAP TO CMMU:

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