



# 64<sup>th</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.

**64<sup>th</sup> Training contents are:**

- |  |        |
|--|--------|
| Course 1. Basic Business Mindset * New course *                                  | 1 day  |
| Course 2. Project Management - Module 1  | 2 days |
| Course 3. Essentials of Modern Management (Previously: Principles of Management) | 2 days |

# Course 1

- ★ **Subject:** Basic Business Mindset \* New Course \*
- ★ **Date:** 2<sup>nd</sup> March 2026 (1-day course)
- ★ **Target:** New Staffs, Early-Years Career Staffs  
(Product 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. The workshop cultivates collaborative mindsets that break down silos and builds problem-solving skills they can apply immediately. 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:

- The Holistic Mind – Why our business exists?
  - Vision, Mission, Values
  - Value Creation
- Entrepreneurship Mind – How do our business make money?
  - 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

# Seminar Detail - Basic Business Mindset

	Day 1
AM 9:00 – 12:00	<p>The Holistic Mind – Why our business exists?</p> <ul style="list-style-type: none"><li>• Vision, Mission, Values</li><li>• Value Creation</li></ul> <p>Entrepreneurship Mind – How do our business make money?</p> <ul style="list-style-type: none"><li>• Business Model Canvas</li><li>• Cost &amp; Benefit</li><li>• Revenue Model, Cost and Profit</li><li>• Department contributes to the bottom line</li></ul> <p>Workshop Exercise</p>
	Lunch
PM 1:00 – 4:00	<p>Connector Mind – How do we work together?</p> <ul style="list-style-type: none"><li>• Functional and Cross Functional Collaboration</li><li>• Organizational structure &amp; interdependencies</li></ul> <p>The owner minds – The last Challenge</p> <p>Taking initiative &amp; ownership</p> <ul style="list-style-type: none"><li>• Problem-solving framework</li><li>• Making business cases for ideas</li></ul> <p>Workshop Exercise</p>

# Course 2

- ★ **Subject:** Project Management – Module 1
- ★ **Date:** 21<sup>st</sup> – 22<sup>nd</sup> April 2026
- ★ **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"><li>• Introduction</li><li>• Project Life Cycle</li></ul> <p>Workshop Exercise</p> <ul style="list-style-type: none"><li>• Defining the Project</li><li>• Project Scope</li><li>• Project Priority Matrix</li></ul>	<ul style="list-style-type: none"><li>• Gantt Chart</li><li>• Critical Path, Project Scheduling</li><li>• Develop a Project Gantt Chart</li></ul> <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"><li>• Creating the Work Breakdown Structure</li><li>• Process Breakdown Structure</li><li>• Developing a Project Plan</li><li>• Develop a Project Network</li></ul> <p>Workshop Exercise</p>	<ul style="list-style-type: none"><li>• Resource Allocation</li><li>• Scheduling Resources and Cost</li><li>• Reducing Project Duration</li><li>• Managing Risk &amp; Change Management</li></ul> <p>Workshop Exercise</p>

# Course 3

- ★ **Subject:** **Essentials of Modern Management**  
Previously: **Principles of Management**
- ★ **Date:** 19<sup>th</sup> – 20<sup>th</sup> May 2026
- ★ **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> Workshop Exercise	<ul style="list-style-type: none"><li>• Effective verbal and nonverbal communication</li><li>• Effective presentation techniques and skills</li></ul> Workshop Exercise
	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> Workshop Exercise	<ul style="list-style-type: none"><li>• Change management and change process</li><li>• Cross-cultural management</li></ul> Workshop Exercise

# Expected Instructors



## **Triyuth Promsiri, Ph.D. (Basic Business 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

## **Nathasit Gerd Sri, 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

# Seminar Schedule

## ■ [ Course 1 ] Basic Business Mindset

**Date:** 2<sup>nd</sup> March 2026 (1-day course)

**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 2 ] Project Management – Module1

**Date:** 21<sup>st</sup> – 22<sup>nd</sup> April 2026

**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:** 19<sup>th</sup> – 20<sup>th</sup> May 2026

**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/](http://www.facebook.com/cmmuexecutiveeducation/)

# Class Atmosphere



# How to Apply

Price: (No VAT and WHT applied)

8,200 Baht for 1-day course  
13,000 Baht for 2-day courses

▶ Application:

Please fill in the application form and send to [contact@retro-modern.com](mailto:contact@retro-modern.com)

▶ Application deadline:

Course 1: Basic Business Mindset

16<sup>th</sup> Feb. 2026

Course 2: Project Management - Module 1

7<sup>th</sup> April. 2026

Course 3: Essentials of Modern Management

5<sup>th</sup> May. 2026

# 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)

## ▶ 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)

