



66th Thai-Japanese Management Development Program

Middle Management Development Program



College of Management
Mahidol University



In corporation with



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.

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TRAINING CONTENTS INCLUDES:

NEW!

Course 1 Modern Marketing Management & Strategy 1 Day

NEW!

Course 2 Essential Digital Tools for Workplace 1 Day

Course 3 The Leadership Edge 2 Days

Course 4 Finance for Practical Strategy 2 Days

Course 5 Logical Thinking and Decision Making 2 Days

NEW

Modern Marketing Management & Strategy

DATE: 15 July 2026

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

COURSE OVERVIEW:

Today’s marketing environment is shaped by digital disruption, ai-driven analytics, platform competition, and rapidly evolving consumer expectations. Traditional marketing tools remain relevant—but must be integrated with modern strategic thinking to remain effective. This intensive one-day program is designed for middle management leaders who need to upgrade their strategic marketing capabilities in a fast-changing business landscape.

Managers will leave with a clearer strategic framework, stronger analytical tools, and practical approaches to enhance competitiveness and sustainable growth.

COVERAGE TOPICS:

Modern Marketing Foundations

- “What is Marketing?” / New Paradigm of Marketing Management

Strengthening strategic thinking & analytical capability

- Targeting Strategy & Understanding Your Customer Insights and Their Behavior
- Market Research in the Data-Driven Era & Data Storytelling

- Strategic Positioning & Value Proposition Design with Blue Ocean Strategy
- Evolution of Marketing Strategies

Strategy, Competition & Growth

- Environmental Analysis / SWOT & TOWS Strategy
- Managing in a VUCA/BANI Environment
- Innovation Strategy & Growth Frameworks

Practical Case Discussion & Application Exercise

NEW

Seminar Details

Modern Marketing Management & Strategy

	Day 1
9:00-12:00	<p>Introduction: Modern Marketing Foundations</p> <ul style="list-style-type: none">• Rethinking “What is Marketing?” / New Paradigm of Marketing Management• Targeting Strategy & Understanding Your Customer Insights and Their Behavior• Market Research in the Data-Driven Era & Data Storytelling• Strategic Positioning & Value Proposition Design with Blue Ocean Strategy• Evolution of Marketing Strategies<ul style="list-style-type: none">◦ 4P’s, 4C’s & 4A’s / Optimal Marketing Mix <p>Focus: Strengthening strategic thinking and analytical capability</p>
13:00-16:00	<p>Strategy, Competition & Growth</p> <ul style="list-style-type: none">• Environmental Analysis / SWOT & TOWS Strategy• Managing in a VUCA/BANI Environment• Innovation Strategy & Growth Frameworks <p>Practical Case Discussion & Application Exercise</p> <p>Q&A</p>

Essential Digital Tools for Workplace

DATE: 4 September 2026

TARGET: Middle Management Thai Managers
(Production Managers, Sales Managers,
HR Managers, Accounting Managers etc.)

COURSE OVERVIEW:

In the present day, it is undeniable that the role of digital tools in business has grown dramatically. This course aims to equip participants with practical knowledge of generative AI tools for the workplace, focusing on developing skills to craft effective AI prompts that enhance productivity and creativity.

Participants will also gain insights into promoting ethical and safe AI usage in professional environments, alongside hands-on experience with AI tools for real-world application.

COVERAGE TOPICS:

- Introduction and Importance of Digital Transformation
- The evolving nature of work in the digital age.
- AI capabilities (e.g., data analysis, decision-making, content creation)
- Mastering Prompt Engineering Techniques
- Using Generative AI Tools for Work
- Ethical and Safe Use of AI
- AI limitations (e.g., privacy concerns, data bias, ethical implications)
- Implementation Plan

Essential Digital Tools for Workplace

	Day 1
9:00-12:00	<ul style="list-style-type: none">• Introduction and Importance of Digital Transformation<ul style="list-style-type: none">◦ The evolving nature of work in the digital age.◦ AI capabilities (e.g., data analysis, decision-making, content creation)• Mastering Prompt Engineering Techniques
13:00-16:00	<ul style="list-style-type: none">• Using Generative AI Tools for Work• Ethical and Safe Use of AI<ul style="list-style-type: none">◦ AI limitations (e.g., privacy concerns, data bias, ethical implications)• Implementation Plan <p>Workshop Exercise</p>

Leadership Edge

Navigating Emotion, Motivation and Transformation

DATE: 17-18 September 2026

TARGET:

Middle Management Thai Managers
(Production 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 TOPICS:

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

Leadership Edge

Navigating Emotion, Motivation and Transformation

	Day 1	Day 2
9:00-12:00	<p>EQ & Emotions at work</p> <ul style="list-style-type: none"> • What is Emotional Intelligence and Understand How • Your own EQ as a leader • How to enhance Your EQ 	<p>Motivation at Work (Cont.)</p> <ul style="list-style-type: none"> • Motivation strategy on an individual or group <p>Workshop Exercise</p>
13:00-16:00	<p>Motivation at Work</p> <ul style="list-style-type: none"> • Motivation & Understand factors • Impact human / Motivation / Analyze human motivation <p>Case Study</p>	<p>Change Management</p> <ul style="list-style-type: none"> • The importance of managing "Change" • Force-field analysis • 8 Stages in Leading Change • Organizational Development • OD Activities <p>Workshop Exercise</p>

Finance for Practical Strategy

DATE: 8-9 October 2026

TARGET: Middle Management Thai Managers
(Production Managers, Sales Managers,
HR Managers, Accounting 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 TOPICS:

- 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

Finance for Practical Strategy

	Day 1	Day 2
9:00-12:00	<p>Issues in Finance</p> <ul style="list-style-type: none"> • Financial Economic / Business/Political Issues <p>Understanding Financial Statement</p> <ul style="list-style-type: none"> • Managerial accounting • Planning & Control Cycle • Financial vs Managerial Accounting 	<p>Accounting and Finance Ratio Analysis</p> <ul style="list-style-type: none"> • Ratio Analysis • Profitability ratio / Liquidity ratio / Etc. <p>Case Interpreting financial analysis</p>
13:00-16:00	<ul style="list-style-type: none"> • What is Financial Analysis? • What is an Annual Report? • Basic Accounting Principles • Case Study <p>Workshop Exercise</p>	<p>Corporate Finance</p> <ul style="list-style-type: none"> • What is your opportunity cost? • The concept of Time Value of Money • How to enhance shareholder value <p>Mini case</p>

Logical Thinking & Decision Making

DATE: 2-3 November 2026

TARGET: Middle Management Thai Managers
(Production 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 TOPICS:

- 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

Logical Thinking & Decision Making

	Day 1	Day 2
9:00-12:00	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Office of Strategy Management (OSM) • 4 Foundation: Strategic Interaction • Strategic Framework • Tactical vs Strategic Mindset • System 1 vs System 2 Thinking
13:00-16:00	<ul style="list-style-type: none"> • Simple Rule of Logical Strategy • Platform Thinking • Logical Problem-Solving Process • Effective Steps to Project <p>Workshop Exercise</p>	<ul style="list-style-type: none"> • Content vs Relationship Based Persuasion • Simple Rule of Content-Based Persuasion • Paradigm & EQ • Risk Management • Decision Making Issue <p>Workshop Exercise</p>

Expected Instructors



Boonying Kongarchapatara, Ph.D.

(Modern Marketing Management & Strategy)

Assistant Professor and Chair of Business Management Program at College of Management, Mahidol University

Education:

- Ph.D. in Management, College of Management, Mahidol University
 - MS in Management (Academic Excellence), Assumption University
 - MA in Economic Law, Faculty of Law, Chulalongkorn University
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Tipajin Thaipisutikul, Ph.D.

(Essential Digital Tools for Workplace)

Assistant Dean for Academic Services and Technology, Instructor, Faculty of ICT, Mahidol University



Education:

- PhD in Philosophy (Computer Science) Graduated with 1st Class Honours, National Central University, Taiwan
 - Master of Information Technology, Major in Computer Network Research Path Graduated with 2nd Class Honours, The University Of Sydney, School Of Information Technology, Australia
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Expected Instructors



Parisa Rungruang, Ph.D.

(Leadership Edge: Navigating Emotion, Motivation and Transformation)

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

Arichai Ractham Ph.,D.

(Finance for Practical Strategy)

Lecturer at College of Management, Mahidol University



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

Rath Dhnadirek, Ph.D.

(Logical Thinking and Decision Making)

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



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 work place.

”

“

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.

”

“

Making new friends is a delightful experience!

”



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	Modern Marketing Management & Strategy	8 July 2026
Course 2	Essential Digital Tools for Workplace	24 August 2026
Course 3	The Leadership Edge	7 September 2026
Course 4	Finance for Practical Strategy	28 September 2026
Course 5	Logical Thinking and Decision Making	22 October 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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JAPANESE

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