



57th 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.

57th training courses are:

Course 1. Logical Thinking & Decision Making	2 days
Course 2. Operations Management	2 days
Course 3. Supply Chain Management	2 days
Course 4. Teamwork Management	2 days

Course 1

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

★ **Date:** 8th – 9th May 2024

★ **Target:** Middle Management Thai Managers

(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **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 & Decision Making

	Day 1	Day 2
AM 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
	Lunch	Lunch
PM 1:00 – 4:00	<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>

Course 2

★ **Subject:** Operations Management

★ **Date:** 29th – 30th May 2024

★ **Target:** Middle Management Thai Managers

(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Language:** Thai

★ **Course Overview**

Operations Management focuses on carefully managing the processes to produce and distribute products and services. This management practice, often as known as “Lean”, can enhance overall efficiency and productivity such as cost reduction, personnel adjustment, quality improvement etc. which will enhance customer competitiveness.

This course aims at understanding how Operations Management would be carried out in an organization. By understanding the nature of the products or services in the organization, it can be effectively managed.

★ **Coverage:**

- The Components of Value, Competitive Advantage, Process
- 10 Strategic OM Decisions
- What is lean?: 5 key Principles of Lean Management
- Identification of Value
- Waste, 8 types of waste
- The value chain concept
- Value Stream Map the Existing Process
- Redesigning the Operations

Seminar Detail- Operations Management

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">• Introduction• Competitive Advantage, Process• 10 Strategic OM Decisions	<ul style="list-style-type: none">• Analyzing the Current Operations• Value Stream Map the Existing Process• Purpose of VSM / Element of VSM /• Waste, 8 types of waste• Value-added, non-value added activities <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">• What is lean ?• 5 key Principles of Lean Management• What is value ? <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Redesigning the Operations• Tools, 5S, Pokayoke, Visual Control, Standard Work• Value Stream Map of Future State <p>Workshop Exercise</p>

Course 3

- ★ **Subject:** Supply Chain Management
- ★ **Date:** 12th – 13th June 2024
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)
- ★ **Language:** Thai

★ Course Overview

The COVID-19 pandemic has brought about significant changes in Supply Chain Management and has underscored the importance of being able to adapt and respond to disruptions and changing market conditions.

The primary objective of Supply Chain Management training course is to help individuals developing the skills and knowledge that is necessary to effectively develop and implement the strategies for managing business, and optimizing the various activities and resources involved in the supply chain. As well as able to use frameworks and business model to improve supply chain efficiency and effectiveness.

★ Coverage:

- Supply Chain Management in the 'Next Normal' era.
 - Important of Supply Chain Management and Implementation.
 - BANI analysis, the 'Wheel of Change' and the future supply chain
 - Supply Chain Development
- Business Model Analysis and Supply Chain Design
 - Business Model Canvas (BMC) and Supply Chain
 - Business Supply Chain Management
 - Business Development
- Supply Chain Strategy
 - SWOT analysis using, IE and/or LEAN frameworks
 - Supply Chain Strategy design that corresponds to the business potentiality
- The future of supply chain.

Seminar Detail- Supply Chain Management

	Day 1	Day 2
AM 9:00 – 12:00	<p>Supply Chain Management in the 'Next Normal' era.</p> <ul style="list-style-type: none"> • Important of Supply Chain Management and Implementation. • BANI analysis, the 'Wheel of Change' and the future supply chain • Supply Chain Development <p>Workshop Exercise</p>	<p>Supply Chain Strategy</p> <ul style="list-style-type: none"> • SWOT analysis using, IE and/or LEAN frameworks • Supply Chain Strategy design that corresponds to the business potentiality <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<p>Business Model Analysis and Supply Chain Design</p> <ul style="list-style-type: none"> • Business Model Canvas (BMC) and Supply Chain • Business Supply Chain Management • Business Development <p>Workshop Exercise</p>	<ul style="list-style-type: none"> • The future of supply chain. • The supply chain development and business model canvas to respond to disruptions and changing market conditions. <p>Workshop Exercise</p>

Course 4

- ★ **Subject:** Teamwork Management
- ★ **Date:** 11th – 12th July 2024
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)
- ★ **Language:** Thai

★ Course Overview

Team-based management is not anything new. However, effective teamwork has been one of the on-going issues an organization has been struggling with. Work achievement directly depends on an effective team. But, a sense of team does not just happen; it requires planning to develop a system that will enhance it. It requires an effort on the part of the manager, and, more importantly, of the team members. This course is designed to develop a better understanding of what a team means and how it develops, and to present different ways of enhancing teamwork in an organization.

★ Coverage:

- Team development stages
- What is a team?
- How does it develop?
- How should you deal with your team in each stage?
- High Performance Team Management Systems.
- Attributes for Successful Teamwork.
- Three Steps to Successful Teamwork.
- To identify causes of team conflict and how to avoid them or deal with them constructively.
- To understand how communication in an organization affects team achievement.

Seminar Detail- Teamwork Management

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"> Phase of Team Development Stages of Team Development <ul style="list-style-type: none"> Forming Stage / Storming Stage / Norming Stage / Performing Stage / Adjourning Stage 	<ul style="list-style-type: none"> Attributes for successful teamwork Three steps to successful teamwork <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"> 8 Team Management System <p>Case Study</p> <p>Workshop Exercise</p>	<ul style="list-style-type: none"> Linear Model of Communication Conflict in communication Providing Feedback Resolving Breakdowns <p>Workshop Exercise</p>

Expected Instructors



Dr. Rath Dhnadirek (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



Dr. Prattana Punnakitikashem (Operations Management)
Assoc. Prof. and Deputy Dean at College of Management, Mahidol University

Education:

- Ph.D. Industrial Engineering, University of Texas at Arlington.
- M.S. Industrial Engineering, University of Texas at Arlington.

Expected Instructors



Dr. Suthep Nimsai (Supply Chain Management)
Asst. Prof. at College of Management, Mahidol University

Education:

- Ph.D. in Food Economics and Marketing, University of Reading, UK
- Post-doctoral in Logistics and Supply Chain Management, Corvinus University of Budapest, Hungary



Dr. Vichita Ractham (Teamwork Management)
Assoc. Prof. and Dean at College of Management, Mahidol University

Education:

- Ph.D. in Information Science, University of Pittsburgh, USA
- MS in Information Science, University of Pittsburgh, USA

Seminar Schedule

■ [Course 1]

Logical Thinking & Decision Making

Date: 8th – 9th May 2024
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]

Supply Chain Management

Date: 12th – 13th June 2024
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]

Operations Management

Date: 29th – 30th May 2024
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]

Teamwork Management

Date: 11th – 12th July 2024
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 2 subjects are chosen, discount will be given!!

★ If more than 5 participants are coming from one company, discount will be given!!



Please kindly understand that the schedule and method of delivery may be changed due to Covid-19 situation



Comments from participants of program

- ▶ 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.
- ▶ The trainers are friendly, rich in experiences and used many down to earth examples for us to understand.
- ▶ It was a great benefit to me how to do to approach and solve problems as team management.
- ▶ It's very useful for me to manage and develop own working process by Operations Management skill.
- ▶ 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 !

→ <https://www.facebook.com/RetroModernBKK/>

Gallery



How to Apply

- ▶ Price:

13,000 Baht for Logical Thinking & Decision Making

13,000 Baht for Operations Management

13,000 Baht for Supply Chain Management

13,000 Baht for Teamwork Management

- ▶ Application:

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

- ▶ Application deadline:

Course 1 : Logical Thinking & Decision Making 24th April 2024

Course 2 : Operations Management 15th May 2024

Course 3 : Supply Chain Management 29th May 2024

Course 4 : Teamwork Management 27th June 2024

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 (English / Thai)

Person in charge: Ms. Chamaiporn Thammanayakatip (Tae)
Ms. Nishada Namchoathirun (G)

Email: contact@retro-modern.com

▶ Japanese

Person in charge: Ms. Endo

Email: h.endo@retro-modern.com

Website: <https://retro-modern-thailand.com/programs/cmmu.php>

Venue

Map to CMMU : College of Management, Mahidol University
69 Vipavadee Rangsit Road, Phayathai, Bangkok 10400
Website: <http://www.cmmu.mahidol.ac.th/cmmu/index.php>

