



60th Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



In corporation with



Cicom Brains &



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 experiences 3-5 years.

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.

60th Training Courses:

Course 1. Project Management - Module 1	2 days
Course 2. Essentials of Modern Management (Previously: Principles of Management)	2 days
Course 3. Finance for Practical Strategies (Previously: Basic Finance for Non-Finance Managers)	2 days
Course 4. Strategic Design and Deployment	2 days

- ★ **Subject:** **Project Management – Module I**
~ Effectively Expediting Work and Process through Project Management : From A to Z
- ★ **Date:** 12th – 13th March 2025
- ★ **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">• Introduction• 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>
	Lunch	Lunch
PM 1:00-4:00	<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>

Course 2

★ **Subject:** **Essentials of Modern Management**

Previously: **Principles of Management**

★ **Date:** 19th – 20th March 2025

★ **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">• 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
	Lunch	Lunch
PM 1:00-4:00	<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

Course 3

★ **Subject:** Finance for Practical Strategy

Previously: Basic Finance for Non-Finance Managers

★ **Date:** 25th – 26th March 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	<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>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none"> What is Financial Analysis? What is an Annual Report? Basic Accounting Principles <p>Case Study 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>

Course 4

★ **Subject:** Strategic Design and Development

Previously: Strategy & Execution

★ **Date:** 8th – 9th April 2025

★ **Target:** Middle Management Thai Managers

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

★ Course Overview

Strategy & Execution Course provides the insights and tools to bridge that difficult gap between the rational development of strategy and real-life execution. It helps to identify hidden traps, balance the rational with the emotional and build the internal capability to continue implementing strategy successfully.

The program provides a ready-made support network in the form of fellow participants facing similar challenges. Arrive with a strategy report and leave with an action plan that delivers results. As the final step in what can sometimes be an arduous process, strategy execution is vitally important to get right for your company, especially if it is a key component of its business transformation.

★ Coverage:

- Introduction Strategy & Strategic Thinking
- Strategic Management process
- Strategic analysis
- Strategy Formulation
- Strategic Implementation & Control
- Strategic Alignment
- Strategy Execution (Balance scorecards, Strategy map)
- Strategic Management Level
- Corporate Strategy & Operation Strategy
- The Process of Operation Strategy
- Strategic Initiatives (Current Situation / Action Plans / Goals)

Seminar Detail- Strategic Design and Development

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none"> • Introduction Strategy & Strategic Thinking • Strategic Management Process • Developing a Strategic Vision • Phase of the Strategy <p>Case Study</p>	<ul style="list-style-type: none"> • Strategic Alignment • Strategy Execution (Balance scorecards, Strategy map) • Strategic Management Level • Components of Internal Analysis • Corporate Strategy / Business Strategy / Functional Strategy <p>Case Study</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none"> • Strategic Alignment • Situation Analysis • Strategy Formulation (Vision, Mission, Strategic Issues, Goals, Strategic Objectives) • Strategic Implementation & Control (Strategic Initiatives, Action Plans, KPIs) <p>Workshop Exercise</p>	<ul style="list-style-type: none"> • The Process of Operation Strategy • Strategic Management & Operations • Strategic Initiatives (Current Situation / Action Plans / Goals) <p>Workshop Exercise</p>

Expected Instructors



Nathasit Gertsri, 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

Expected Instructors



Arichai Ractham, Ph. D. (Finance for Practical Strategies)

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



Poomporn Thamsatitdej, Ph.D. (Strategic Design and Deployment)

Asst. Prof. at College of Management, Mahidol University

Education:

- DBA in Management Science, Strathclyde Business School, University of Strathclyde, UK
- MS in Management Science, Strathclyde Business School, University of Strathclyde, UK

Seminar Schedule

■ [Course 1]

Project Management – Module1

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

■ [Course 3]

Finance for Practical Strategies

(Basic Finance for Non-finance Managers)

Date: 25th – 26th March 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: MU Building, Vipavadee Rangsit
Fee: 13,000 Baht (incl. 2 Breaks and Lunch)

■ [Course 2]

Essentials of Modern Management

(Principles of Management)

Date: 19th – 20th March 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: MU Building, Vipavadee Rangsit
Fee: 13,000 Baht (incl. 2 Breaks and Lunch)

■ [Course 4]

Strategic Design and Deployment

Date: 8th – 9th April 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: MU Building, Vipavadee Rangsit
Fee: 13,000 Baht (incl. 2 Breaks and Lunch)

★ Special Discount for:

- ▶ One person attends 2 or more training courses.
- ▶ One company sends participants to attend training 5 or more seats



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:

13,000 Baht for Project Management - Module 1

13,000 Baht for Essentials of Modern Management

13,000 Baht for Finance for Practical Strategies

13,000 Baht for Strategic Design and Deployment

▶ Application:

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

▶ Application deadline:

Course 1: Project Management - Module 1

26th February 2025

Course 2: Essentials of Modern Management

5th March. 2025

Course 3: Finance for Practical Strategies

11th March. 2025

Course 4: Strategic Design and Deployment

25th March. 2025

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

▶ Japanese

Person in charge: Mr. Takayuki Saito (Japan)

Email: t-saitou@retro-modern.com

Person in charge: Ms. Hanae Endo (Bangkok)

Email: h.endo@retro-modern.com

