



CICOM-GLP

~ Global Leadership Program ~

CICOM BRAINS Inc.



<http://www.cicombrains.com/school/glp/english>

About CICOM-GLP

- Overview
 - CICOM-GLP (CICOM Global Leadership Program) was set up in 1996 to deliver the international business skills that managers need to function effectively in a global environment. CICOM-GLP helps participants build MBA-level business skills incrementally as they juggle their busy working schedules.
 - Courses : Marketing, Finance, Strategy, Logical Thinking, Organization Management, Pre-GLP
 - Term: January, April, July, and October
 - Each course: every week×10 sessions
 - Each session: 2.5 hours on weekdays or weekends
 - Place : CICOM Learning Center (Akihabara, Tokyo)
- Who should attend
 - Business persons who need to perform the activities in English
 - Require to discuss business issues in English
 - Solve the problems logically and effectively
 - Negotiate with the company members, customers, and vendors and persuade them

What make CICOM-GLP special?

1. Business practice exercises through interactive classes in English
 - English-language case study discussions, including cases from the Harvard Business School
 - Simultaneous development of framework formation and negotiation and presentation skills
 - Practical content driven by role playing and team projects
2. Instruction offered by experts in business practices
 - MBA graduates of first-rate business schools in the United States and Europe
 - Intercultural communication specialists active in all parts of the world
 - Experienced as managers, analysts, consultants, etc. of global corporations
 - Provides a setting where participants can network with those of other professions
3. Mutual enlightenment fostered through discussions
 - Information exchange with other business persons of highly specialized fields
 - Lectures, parties, newsletters, etc.

CICOM-GLP is for you if you . . .

- Need MBA-level skills but do not have the time for a full MBA.
- Have high level English skills but worry about negotiating and persuading in English.
- Expect to work overseas or work in an English-speaking environment.
- Need to make effective and persuasive presentations in English.

Course Descriptions - ①

Pre-GLP ~ Building Confidence in English ~

Course Overview:

This course will provide students with a variety of communication skills and strategies that can be applied to other GLP courses as well as to their own business. Classes will focus on hands-on activities including discussions, exercises, role-plays, and case studies that will give students the necessary tools (and confidence) to communicate their ideas more effectively.

Topics Covered:

Brainstorming / Thinking Outside the Box,
Organizing Ideas / Using the Communication Pyramid,
Sharing & Defending Ideas / Debating,
Being Assertive,
Resolving Conflicts,
Managing Meetings,
Using the Case Study Method

Course Descriptions-②

Logical Thinking

Course Overview:

This course is for those who want to improve their ability to discuss business and non-business-related issues in a more logical manner. The course adopts a logical step-by-step approach, using Issue Maps, Decision Trees, and Hypothesis Pyramids, and applies them to a variety of case studies.

Topics Covered:

- Utilizing logical reasoning to identify and solve the right problem
- Identifying key issues, alternatives, outcomes and solutions
- Analyzing problems utilizing issue maps and decision tree models
- Communicating logically using inductive and deductive reasoning

Course Descriptions - ③

Marketing

Course Overview:

This course is for those who want to improve their ability to understand and discuss marketing-related topics and issues. Marketing is the broadest area of business, and almost every aspect of business serves as an input to and is affected by the marketing function. This course will help develop a “marketing frame of mind” which is important for managers at all levels in every area of the company.

Topics Covered:

Marketing Framework, Market Analysis, Target Marketing / Product Positioning, The Marketing Mix (4 P's), Branding, Customer Relationship Management, Customer Lifetime Value

Course Descriptions -④

Finance

Course Overview:

This course is for those who want to improve their ability to discuss financial-related topics in a business situation and understand how to assess the financial health of a company. Case studies will be used as the basis for exploration and discussion of key financial issues. By the end of the course, students should feel more comfortable looking at financial statements and presenting their opinions on them.

Topics Covered:

Balance Sheet, Income Statement and Cash Flow Statement, DuPont (Ratio) Analysis, Company / Industry Analysis, Discounted Cash Flows, Cost of Capital, Economic / Market Value Analysis, Off-Balance Sheet Accounting / Corporate Transparency

Course Descriptions -⑤

Strategy

Course Overview:

This course is for those who want to improve their ability to choose the best strategy to solve problems and take advantage of new opportunities. Course emphasizes strategic concept and overviews finance and marketing. Case studies used as the basis for exploration and discussion of strategy issues. By the end of the course, students will be more skilled in analyzing business situations and presenting their recommendations about the best strategy selection, given the context.

Topics Covered:

Strategy Framework, Goal Setting & Problem Solving, SWOT / TOWS Matrix, 3C Analysis, Porter's 5 forces Analysis, Competitive Strategy, Strategy Options, Value Creation

Course Descriptions - ⑥

Leadership Development

Course Overview:

This course utilizes Kellogg & Dartmouth Business School role plays / business scenarios to provide students with a variety of opportunities to improve their leadership development skills in a global business environment.

Topics Covered:

Team leadership, Power relationships, Information sharing, Conflict resolution, Privacy issues, Cross-functional teams, Diversity management, Coaching / mentoring

Organization Management

Course Overview:

This course is designed for people who want to improve their understanding of performance management, how to work more effectively in teams and practices for dealing with the constant change of organizational life. It will also help you develop your ability to communicate about these practices in the workplace. This course is appropriate for anyone who wants to learn more about effective organizational and people management techniques and current topics in the field. By the end of the course you will have much clearer understanding of how organization management impacts your work, how these practices can be applied to improve your work, and how to communicate your new knowledge effectively.

Topics Covered:

Overview of Organization Management Practices,
Organization Management & Development, Diversity Management,
Organizational Design, Organizational Policy & Management Styles,
Management & Compensation Systems, Talent Management,
Teamwork, Managing Across Cultures

Course structure

- Week 1 & 2
 - Interactive lectures cover key topics necessary for case discussions
- Week 3 - 9
 - Case discussions, role plays, presentations, etc.
 - <Class time-line example>
 1. Case opening
 - Assigned students have case openings for understanding stories and themes and clarifying issues addressed in cases
 - Instructors show how to conduct case openings at the first session
 2. Case discussion
 3. Break
 4. Case discussion or Role plays in groups
 - Themes and roles* will be assigned

*Characters in cases, consultants, analysts, clients, etc.
 5. Wrap-up
- Week 10
 - Final presentations

Instructors - ①



Richard Sheehan

Richard came to CICOM (now CICOM BRAINS) in 1998 and has taught many of the finance, marketing and communication courses. He currently serves as CICOM-GLP Program Manager. He also lectures at Saitama National University on business topics and works with many of the leading foreign capital investment banks, conducting review courses for the JSDA exams. He has co-hosted “Eigo Business World” on NHK-TV and co-authored “Learning MBA Basics in English” (NHK Publishing), and “The practical MBA for Business and Classroom use” (Chukei Publishing). Prior to joining CICOM, He worked as the Business Development Manager for Multimedia Learning Systems, an educational software company based on Tokyo, where he developed sales channels and 3rd party licenses throughout Asia. He also worked for Texas Commerce Bank in Credit Analysis / Management as well as for the Texas Society of CPAs. Richard received both his BBA and MBA from the University of Texas, majoring in finance and marketing.

Instructors - ②



Nigel Denscombe

Nigel helped establish CICOM (now CICOM BRAINS) in 1996, and was one of three founding members of the original CICOM management team and has designed and taught various programs primarily in the Corporate Strategy area. Prior to CICOM and before coming to Japan, Nigel had an extensive professional business background in the US and Europe, mostly focusing on the financial services sector and corporate strategy/restructurings. Most recently, Nigel was President/CEO of “Denscombe & Co, Inc.”, former New York based boutique investment and merchant banking boutique which he established to focus on corporate restructurings and M&A business. He was responsible for various small-sized corporate turnarounds where he acted as principal/board member executing new strategy. Before that, he was Managing Director/Vice President of Bank of America’s Los Angeles investment banking office, which he founded/built-up into a world class securities operation focusing on California/Southwest USA market. He also accomplished various innovative deal-making firsts and received numerous media awards (“Deal of the Year”, etc). Earlier he was a New York based Vice President at Bankers Trust Company (now part of Germany’s Deutsche Bank), where he had wide ranging accomplishments from establishing global secondary market for loan syndications to recommending drastic corporate strategy change that resulted in selling-off the retail branch banking operations. Nigel received both his undergraduate and graduate education at Harvard University, and spent time between his academic degrees working in Europe (London/Paris) as a “French market entry specialist” for New York based Avon Corporation. Nigel is a dual USA/UK citizen, and was born and raised in England.

Instructors - ③



Grant Bosnick

Grant graduated from Queen's University of Kingston, Canada with a degree in Western Philosophy, focusing on existentialism, psychology and other philosophies of the self. His interest in eastern philosophy and Japanese business brought him to Japan in 1998. Since then, he has been conducting seminars on assertiveness, motivational communication, presentation skills, negotiation, logical thinking and facilitation. He also coordinates leadership training programs for a U.S. consulting company as part of a global organizational development strategy. He has been a writer and musician for over 20 years. His new book, "SPARK: A Process in Self-Empowerment" will be published in U.S. in 2009. Based on the book and other research, he is developing new seminars in empowerment, motivation, creative thinking, and time management; and often presents at international conferences. He holds membership in several prominent organizations, including the Association for Business Communication (ABC), the International Communication Association (ICA) and the Association of Professional Communication Consultants (APCC). In addition, he started an arts production company in 1997, and manages projects for this company, including projects for the Canadian Embassy in Japan and Apple.



Caroline Tan

Caroline has assumed managerial positions in supply chain management, procurement and ERP deployment and management within European and US multinationals. Caroline worked for Agilent Technologies, the spin off from Hewlett Packard as a Procurement Manager and later assumed a managerial role within the ERP department. She successfully led the set-up as well as managed Agilent Technology's International Procurement Office (IPO) operations in Asia. Caroline then joined Teleplan NV, where she managed both logistics and materials operations and partnerships for eight APAC offices including Australia, Vietnam, China and India. Caroline holds an MBA from the University of Portsmouth and is in the midst of completing her PhD in marketing at Keio University under the Monbukagakusho scholarship. Whilst pursuing her doctorate, she has conducted various corporate business English trainings in Japan as well as taught marketing at Keio University.



Barnard Helman

Barnard Helman has extensive experience in both financial management and training. After working with a Big 4 public accounting firm in New York, he spent over 15 years at major commercial and investment banks in lending, credit management, credit analysis and front-office investment roles in the US and Asia. Initially, he worked in Japan, first at the now defunct Long-Term Credit Bank of Japan, making real estate project loans, and then at First Chicago, in credit risk management. He also has filled credit risk management roles with Citigroup in New York and Tokyo before moving to the buy-side in Hong Kong, investing in a wide variety of asset classes. Previously, he has taught courses in Negotiations and Business English and led review courses for GMAT in Japan as well as for the GARP FRM exam in New York. Mr. Helman holds a Bachelor of Arts from Reed College in Portland, Oregon and completed a Master's Program at The Fletcher School, Tufts University in Medford, Massachusetts.

Instructors –⑥



Robin Bryson

Robin received a B.A. (Hons.) in Commerce from Abertay University in Scotland before coming to Japan in 1999.

He joined CICOM BRAINS in 2007 and is currently the Corporate Training Manager in our Global Human Resources Development group.

He has over 10 years of corporate training experience in a wide range of areas including Human Resource Management, Cross Cultural Communication, Making Persuasive Presentations et al.

Prior to joining CICOM BRAINS he was a Human Resources Manager at a major English training firm in Japan where he was responsible for recruitment and selection, , talent management, performance appraisals, and staff motivation and retention.

January Term: January 17(Mon)~March 26(Sat), 2011

Course	Class	Instructor
Pre-GLP	Mondays, 19:00~21:30	Richard Sheehan
	Thursdays, 19:00~21:30	Richard Sheehan
	Saturdays, 10:00~12:30	Richard Sheehan
Logical Thinking	Tuesdays, 19:00~21:30	Grant Bosnick
	Saturdays, 13:00~15:30	Grant Bosnick
Marketing	Thursdays, 19:00~21:30	Caroline Tan
	Saturdays, 10:00~12:30	Caroline Tan
Finance	Wednesdays, 19:00~21:30	Barnard Helman
	Saturdays, 10:00~12:30	Barnard Helman
Strategy	Wednesdays, 19:00~21:30	Nigel Denscombe
	Saturdays, 13:00~15:30	Nigel Denscombe
Leadership Development	Tuesdays, 19:00~21:30	Robin Bryson
	Saturdays, 13:00~15:30	Terry Symonds

Application information

- Tuition (tax included):
 - Registration fee: ¥ 21,000
 - Course fee : ¥168,000 (materials included)
- Application
 - Application form will be available on the Web
- Cancellation
 - full refund will be granted up to 15 days prior to the start of the program.
 - Cancellations received 14 days or less before the start of the program will not receive any refund.