

CICOM-GLP

~Global Leadership Program~

CICOM BRAINS
サイコム・ブレインズ株式会社

<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, Leadership Development, 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
 - 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.

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

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

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, Social Media Marketing, Emerging Markets

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

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

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 :

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



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.



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.



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.



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.



Terry Symonds

Terry has 15 years of experience training business people. He is a specialist in designing and teaching presentation, negotiation, meeting, writing, and cross-cultural communication skills.

Terry has co-authored two books: *Strategic Business Writing* (DHC, Amazon Books, 2006), and *Strategic English Presentation* (DHC, Amazon Books, 2004). He has also contributed various articles for NHK's Business Leaders booklets.

Formerly a Program Director for CICOM, Terry now focuses on writing and teaching business communication skills seminars. He is also a professor for Kenichi Ohmae's Graduate School of Business, where he teaches the MBA in Globalization distance learning program.

Terry holds a Bachelor of Education from Exeter University, England, and a Cambridge RSA from Stanton School of English, London. Before coming to Japan, he worked at the Royal Bank of Scotland, where he was responsible for client accounts in the Stocks and Shares Division.



Tania Coke

Tania spent the first half of her career as a management consultant with UK-based Burlington Consultants (now part of Deloitte), where she carried out commercial due diligence as well as strategy and organisational consulting, working out of London, Paris and Cape Town. One of her responsibilities at Burlington was to set up a Joint Venture with Andrew Campbell and Michael Gould of the Ashridge Strategic Management School, focusing on organisation design and effectiveness. During this time, she discovered a passion for the people side of business, and began to specialise in communication and leadership. She then spent seven years as a freelance mediator and communications trainer in the corporate and community sectors. She also helped to set up and facilitate The Bee School, a leadership training programme for aspiring change-makers, working alongside founder (and Nobel Peace Prize nominee) Dr Scilla Elworthy. Since moving to Tokyo in November 2010, she has been carrying out communications and leadership training with CICOM-BRAINS and for global organisations in the banking, telecoms and manufacturing sectors. Alongside her corporate work, Tania is a performer and teacher of Corporeal Mime, a stylised physical theatre-form. She holds a BA (Hons) in Philosophy, Politics and Economics from Oxford University, and a Diploma and Post-Graduate Degree from the International School of Corporeal Mime (London).

January Term: January 16~ March 24, 2012

Course	Term	Class
<i>Pre-GLP</i>	Jan 16~ Mar 19	Mondays, 19:00~21:30
	Jan 18~ Mar 21	Wednesdays, 19:00~21:30
	Jan 21~ Mar 24	Saturdays, 10:00~12:30
<i>Logical Thinking</i>	Jan 17~ Mar 23	Tuesdays, 19:00~21:30
	Jan 21~ Mar 24	Saturdays, 13:00~15:30
<i>Marketing</i>	Jan 19~ Mar 22	Thursdays, 19:00~21:30
	Jan 21~ Mar 24	Saturdays, 10:00~12:30
<i>Finance</i>	Jan 19~ Mar 22	Thursdays, 19:00~21:30
	Jan 21~ Mar 24	Saturdays, 10:00~12:30
<i>Strategy</i>	Jan 18~ Mar 22	Wednesdays, 19:00~21:30
	Jan 21~ Mar 24	Saturdays, 13:00~15:30

April Term: April 16 ~ June 30, 2012

Course	Term	Class
<i>Pre-GLP</i>	Apr 17 ~ Jun 26	Tuesdays, 19:00 ~ 21:30
	Apr 19 ~ Jun 28	Thursdays, 19:00 ~ 21:30
	Apr 21 ~ Jun 30	Saturdays, 10:00 ~ 12:30
<i>Logical Thinking</i>	Apr 17 ~ Jun 26	Tuesdays, 19:00 ~ 21:30
	Apr 21 ~ Jun 30	Saturdays, 13:00 ~ 15:30
<i>Marketing</i>	Apr 19 ~ Jun 28	Thursdays, 19:00 ~ 21:30
<i>Finance</i>	Apr 18 ~ Jun 27	Wednesdays, 19:00 ~ 21:30
<i>Strategy</i>	Apr 18 ~ Jun 27	Wednesdays, 19:00 ~ 21:30
<i>Organization Management</i>	Apr 21 ~ Jun 30	Saturdays, 10:00 ~ 12:30

Application information

- Tuition (tax included):
 - Course fee : ¥168,000 (materials included)
- Application
 - Application form will be available on the Web