

8th Thai-Japanese Management Development Program



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Program Overview

Program Features:

- Practical management training program by the nation's top-level university
- Designed for Thai managers 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 employers:

- 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
 - Getting nominated and receiving CMMU certificate
 - Acquiring practical managerial acumen and skills

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Target: This course 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 at that position

Style of this seminar: This course encourages all participants to involve more discussion, role play and group work with minimum lecturing. To do so, each participant can mix with different people from different industry effectively.

Benefit: These THREE (3) training contents:-

- (1) 2-days Project Management
- (2) 2-days Knowledge Management
- (3) 3-days Risk Management & Finance Training for Non-Finance Managers

are essential for employees with MANAGER title and especially important for the employees with 3-5 years experience in Manager's position. With this understanding, the participant can realize what skill, framework and method are necessary and can use for everyday working environment as a Manager.

SEMINAR Detail

- **Subject:** **Project Management Module I (Basic - Intermediate Level)**
~ Effectively Expediting Work and Process through Project Management: From A to Z
- **Training Duration:** **2 days [21-22 February, 2011]**
- **Target:** **Middle Management Thai Managers**
(Sales Managers, Marketing Managers, Product Managers, Finance Managers)
- **Language:** **Thai**
- **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 Breakdown Structure (WBS), Developing a project plan, Estimating project duration and resources, Managing project teams, Building high performance project teams, Managing virtual project teams

SEMINAR Detail

- **Subject:** **Risk Management & Finance, for Non-Finance Managers**
- **Training Duration:** 3 days [9-11 March, 2011]
- **Target:** **Middle Management Thai Managers**
(Sales Managers, Marketing Managers, Product Managers, Finance Managers)

- **Language:** **Thai**

- **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 and risk management.

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. Finally, we will learn the important concepts of risk management.

- **Coverage:**

- Understanding Cost Terminologies and Behavior
- Financial Statements and Ratio Analysis
- Corporate Finance
- What is your opportunity cost ? ,
- The concept of Time Value of Money

- What is Risk Management
- How do we define our Enterprise Risk Management roadmap for the company
- Case Study

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SEMINAR Detail

- **Subject:** **Knowledge Management**
- **Training Duration:** 2 days [21-22March, 2011]
- **Target:** **Middle Management Thai Managers**
(Sales Managers, Marketing Managers, Product Managers, Finance Managers)
- **Language:** Thai

- **Course Overview :**

Knowledge management is an emerging discipline of how to effectively deploy organizational practices, processes, and technology to increase the return on knowledge capital.

The session combined with group activities and case study analysis will explore the importance of knowledge and its importance as new source of capital and competitive advantages and focus on strategy and people management.

This session will examine knowledge management from a general manager's perspective, both as knowledge workers themselves and as those responsible for an organization's overall knowledge effectiveness.

- **Coverage:**
 - Knowledge in organization
 - What is knowledge management?
 - Why knowledge management?
- Knowledge Management Process
 - Knowledge Creation
 - Knowledge Transfer
 - Knowledge Storage & Retrieval
 - Knowledge Application
- How organizations get smart and stay smart?
- Moving Toward Deep Smarts

Seminar Schedule

Project Management- Module I (Basic - Intermediate Level)

Date: 21-22 February, 2011
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,500 (incl. Tea Break and Lunch)

Risk Management & Finance

Date: 9-11 March, 2011
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 12,500 (incl. Tea Break and Lunch)

Knowledge Management

Date: 21-22 March, 2011
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,500 (incl. Tea Break and Lunch)

*If more than 2 subjects are chosen, discount will be given away!!

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

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Comments from participants from 1st ~ 7th 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 rich in experiences and used many down to earth examples for us to understand.**
- **To come to know new friends is fun!**
- **We understand of risk a lot and can apply finance and risk management to prevent further risks at my working place.**
- **There will be projects starting soon and knowledge from Project Management techniques would definitely help in managing those projects.**
- **Knowledge Management Skill is very useful shared to my staffs and organization because our company doesn't have KM skill ever.**
- **I think all the knowledge and skill are applicable to my work environment as the training was not just like University lectures.**

Expected Trainers

Aj. Nathasit Gerd Sri (Project Management)

Assistant Professor & Program Chair for New Technology Ventures
at College of Management, Mahidol University

Education: Ph.D. in Systems Science/Engineering and Technology Management
from Portland State University (USA), B. Eng in mechanical engineering
from Chulalongkorn University (Thailand) and dual M.S. degrees in
mechanical engineering and engineering management.

Aj. Vichita Ractham (Knowledge Management)

Assistant Professor & Program Chair for Innovation in Management
at College of Management, Mahidol University

Education: BSc. (1992) in Business Administration (concentration: Statistics)
from Chulalongkorn University, Thailand and M.Sc.(1995) and
Ph.D. degree (2000) in Information Science from University of
Pittsburgh, USA.

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Expected Trainers

Aj. Arichai Bobby Ractham (Risk Management & Finance, for non-Finance Mangers)

Lecturer, at Kasetsart Univ, Chulalongkorn Univ and
College of Management, Mahidol University

Director and In-House Financial Consultant, SYNTEC CONSTRUCTION PCL,
Senior Vice president, BRIDGE CONSULTING CO., LTD.

Education: B.A. in Economics and Business Administration

EASTERN WASHINGTON UNIVERSITY, USA.

Master of Science in International Finance, UNIVERSITY OF IDAHO, USA.

Master of Financial Economics CLAREMONT GRADUATE SCHOOL,
Claremont CA – USA.

Ph.D. in Financial Economics: Peter F. Drucker Graduate School of
Management at the CLAREMONT GRADUATE SCHOOL,
Claremont CA – USA.

How to Apply

- **Price:**
Please refer to “Seminar Schedule”
- **Form:**
Please send the attached form to Ms Yamasaki at h.yamasaki@cicombrains.com by Email or Fax (02-206-2090)
- **Application deadline:**

Project Management :	14 Feb. 2011
Risk Management :	2 March 2011
Knowledge Management:	14 March 2011

How to Apply (Continued)

- **Payment method:**

After deadline date, CMMU will send an invoice. Please make a payment according to the indication written on the invoice either pay by cheque or by bank transfer.

- **Payment deadline:**

Before each 1st day training date (Bangkok time at 18:00)

- **Cancellation Clause:**

Cancellations within 30 - 20 days of delivery date will be charged 30% of whole amount above mentioned.

Cancellations within 19 days until the day before delivery date will be charged 50% of whole amount above mentioned.

Cancellations after 5:00pm the day before the delivery date or on the same day as the delivery date will be charged 100% of whole amount above mentioned.

Enquiry

- **Bangkok:**

Tel: (66)-2-206-2000 Ext 2724 / (66)-81-842-0107 (Japanese, Thai)
Person in charge: Ms Yamasaki
Email: h.yamasaki@cicombrains.com
Website: <http://www.cmmu.mahidol.ac.th>

- **Singapore:**

Tel: (65)-6428-8303 (Japanese, English)
Person in charge: Ms Sandy Saito
Email: s.saito@cicombrains.com

- **Tokyo:**

Tel: (81)-3-5294-5573 (Japanese, English)
Person in charge: Mr. Nishida
Email: t.nishida@cicombrains.com

Map to CMMU : College of Management, Mahidol University
69 Vipavadee Rangsit Road, Phayathai Bangkok 10400

