



7th Thai-Japanese Management Development Program



In corporation with

CICOM BRAINS

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
- Cross-cultural management issues for managers both in Thai and Japanese

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

Thai Japanese Management Development Program

Target: This course is designed for newly appointed Managers and/or Young Managers who may not have strong command of Management skill and Knowledge and those who are expected by TOP Management to perform even better for being future Leaders.

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: They can gain the logical and analytical theory and be able to think from bigger business macro environment point of view as well as utilizing effective analysis skills compared to current situation which they may have been working based on their own experiences.

SEMINAR Detail

- **Subject:** **Basic Finance, for Non-Finance Managers**
- **Training Duration:** 17th -19th in November, 3 days (2010)
- **Target:** **Newly appointed / Young Thai 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. 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, Ratios and benchmarking, Financial analysis and credit management, Financial planning and forecasting, Capital budgeting, Cash flow analysis, International finance

SEMINAR Detail

- **Subject:** **A-B-C's of Management (Basic Management Skill)**
- **Training Duration:** 1st -2nd in December, 2 days (2010)
- **Target:** **Newly appointed / Young Thai Managers**

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

- **Course Overview:**

Management is both arts and science. With or without management background, managing people can be quite challenging. Often times people become a manager with no formal background in management; and their technical skills is not much helpful when it comes to people problems. This course, A-B-C's of Management, was designed to help participants better understand the significant roles they play as a manager in an organization. It also helps raise participants' awareness of their own personality type and how it influences their interaction with other people, both Thais and Japanese. The course is activity-based with mini-lectures and debriefs.

- **Coverage:**
 - Jobs Managers Do
 - Management vs. Leadership
 - Personality Types and Management
 - Self-Assessment
 - Meeting Management
 - Cross-cultural Issues

SEMINAR Detail

- **Subject:** **Fundamental Marketing Management**
- **Training Duration:** 13th -14th in December, 2 days { 2010 }
- **Target:** **Newly appointed / Young Thai Managers**
- **Language:** **Thai**

- **Course Overview:**

This course is a comprehensive marketing course that focuses in fundamental of marketing process. This course has designed to provide breadth and depth of market conceptual and analytical tools for tackle the ever-changing marketing problems.

It is crucial to analyze the external and internal situation in order to make Marketing Strategy, the participants will learn various analysis methods and decision making through case study, class discussion and exercises.

The course includes “the difference between Marketing and Sales” and learn how some companies utilize Marketing analysis to apply in real Marketing situation.

- **Coverage:**

- the difference between Marketing and Sales

- Marketing Analysis

- 4C analysis

- 4P analysis

- External / internal analysis

- Marketing Tools

- Segmentation/Market Targeting/Positioning

- Product/Price/Distribution/Communications

- Case Study

Seminar Schedule

Basic Finance ~ for non-Finance Mangers~

Date: 17 (Wed) - 19 (Fri), 2010 (3 days)
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 12,000 (incl. Tea Break and Lunch)

A-B-C's of Management (Basic Management Skill)

Date: 1 (Wed) - 2 (Thu), 2010 (2 days)
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,000 (incl. Tea Break and Lunch)

Fundamental Marketing Management

Date: 13 (Mon)- 14(Tue), 2010 (2 days)
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,000 (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!!

Thai-Japanese Management Development Program

Comments from participants from 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.**
- **To come to know new friends is fun!**
- **The trainers are rich in experiences and used many down to earth examples for us to understand.**
- **A-B-C's of Management course gave me an insight who I am and there are different type of people around. Now I know how to handle myself and how to interrelate different type of the people, it's also big benefit at our working place.**
- **This was the first time for me to learn Marketing Theory and Strategy Planning properly, so I learned a lot.**
- **This was the first time for me to learn financial principles and concepts properly, so I would be changing my mind better at my work place.**
- **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. Arichai Bobby Ractham (Basic 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.

Expected Trainers

Aj. Pornkasem Kantamara (A-B-C's of Management)

Lecturer at College of Management, Mahidol University

Project Advisor, Thai Education Foundation, Thailand

Education: B.A. in French, Chulalongkorn University, Bangkok, Thailand.
M.A. in Teaching English to Speakers of Other Languages (TESOL),
School for International Training, USA.
Ed.D. in General Administrative Leadership, Vanderbilt University, USA.

Aj. Burim Otakanon (Fundamental Marketing Management)

Program Chair, Marketing Program, at College of Management,
Mahidol University

Education: Bachelor in Business Administration, Assumption University
MBA, New Hampshire College, Southern New Hampshire University, U.S.A
Advanced Certificate in International Business, New Hampshire
College, Southern New Hampshire University, U.S.A
Ph.D. Candidate, Kasetsart University

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:**

Basic Finance for non finance Managers :	10 th November 2010
A-B-C's of Management :	22 nd November 2010
Fundamental Marketing Management :	3 rd December 2010

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/cmmu/>

- **Singapore:**

Tel: (65)-6428-8303 (Japanese, English)

Person in charge: Ms Sandy Saito

Email: s.saito@cicombrains.com

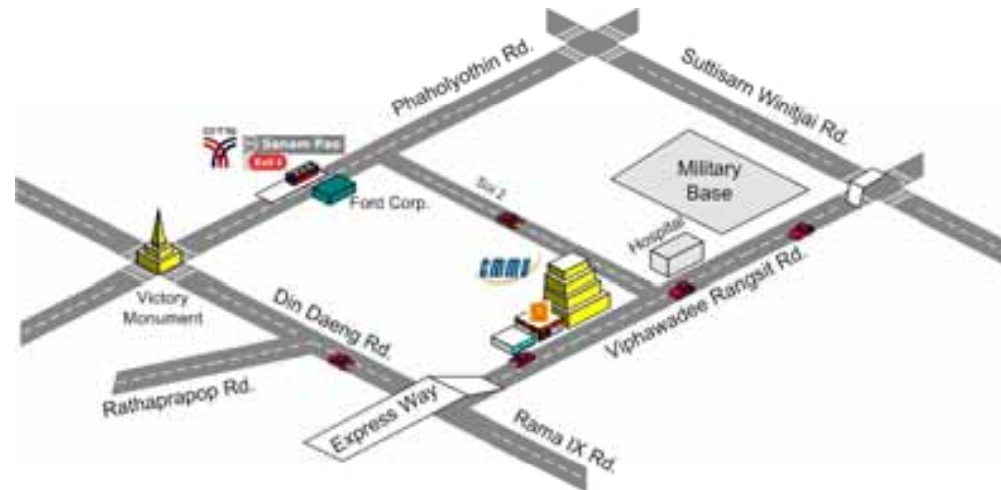
- **Tokyo:**

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





College of Management
Mahidol University

Thai-Japanese Management Development Program 7th program: Middle Management Development Program for newly appointed Managers and/or Young Managers

In College of Management, Mahidol University, Bangkok, Thailand
Application form

** Please fill in the details on this form for each participant.*

(Please email to: h.yamasaki@cicombrains.com or Fax 02-206-2090, To Yamasaki)

Please mark your subject.

If more than 2 subjects are chosen (per person), discount will be given away!

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

- course 1: Basic Finance ~for Non Finance sec. Managers 17-19, Nov., 2010 (3days)
- course 2: A-B-C's of Management 1-2, Dec., 2010 (2days)
- course 3: Fundamental Marketing Management 13-14, Dec., 2010 (2days)

貴社名 (Company Name) _____

住所 (Address) _____

電話番号 (Telephone No.) _____

ファックス番号 (Fax No.) _____

参加者氏名 (Participant) Dr/Mr/Mrs _____

役職 (Designation) _____

Email アドレス _____

事務局用:

申込受付日: _____