



# 11th Thai-Japanese Management Development Program



College of Management  
Mahidol University

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

## 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 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, Module 1
2. 2 days Project Management, Module 2
3. 2 days A-B-C's of Management

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 1 (Basic - Intermediate Level)**  
**~ Effectively Expediting Work and Process through Project Management:  
From A to Z**
- **Training Duration:** **2 days [23 - 24 February, 2012]**
- **Target:** **Middle Management Thai Managers**  
( Marketing Managers, Product Managers, HR 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:** **Project Management Module 2, ( Advanced Level )**
- **Training Duration:** 2days [ 8 - 9 March, 2012]
- **Target:** **Middle Management Thai Managers**  
( Customer who attended Project Management Module 1, before )
  
- **Language:** **Thai**
  
- **Course Overview**

Why good projects fail? In many cases, the problems are not about technical but rather about how project activities are carried out. The emphasis of *Project Management Module II* is not only on how the project management process works, but more importantly, on why it works and how it can be effectively managed.

Several managerial questions are also addressed including:

How project activities should be planned in order to maximize project value?

How can project progress be effectively monitored and controlled?

How do project managers orchestrate the complex relations among team members, vendors, contractors, senior management, functional management, and customers?
  
- **Coverage:**

Project scheduling (Network Diagram / CPM / Gantt Chart), MS Project Software Demo, Reducing Project Duration, Managing risk & Change management, Project Progress/Performance Monitoring & Control, Earned Value Cost/Schedule Analysis, Managing project team & Leadership

# SEMINAR Detail

- **Subject:** **A-B-C's of Management ( Basic Management Skill )**
- **Training Duration:** **2 days [22 - 23 March, 2012]**
- **Target:** **Middle Management Thai Managers**  
( Marketing Managers, Product Managers, HR Managers, Finance 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 Schedule

## **Project Management, Module 1 ( Basic – Intermediate Level )**

Date: 23 - 24, February 2012  
Time: 9:00-12:00 13:00-16:00  
Venue: College of Management, Mahidol University  
Fee: Bht 9,500 (incl. Tea Break and Lunch)

## **Project Management, Module 2 ( Advanced Level )**

Date: 8 - 9, March 2012  
Time: 9:00-12:00 13:00-16:00  
Venue: College of Management, Mahidol University  
Fee: Bht 9,500 (incl. Tea Break and Lunch)

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

Date: 22 - 23, March 2012  
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!!

# 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.
- 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!
- I'm able to use Basic Management Skill in my working place, how to manage people to work as a team.
- It help me to communicate with the subordinate better and to understand the problem in organization.
- There will be projects starting soon and knowledge from Project Management techniques would definitely help in managing those projects.
- 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 Gertsri** **Project Management Module 1 & 2**

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

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

## **Aj. Pornkasem Kantamara** **A-B-C's of Management ( Basic Management Skill )**

Program Chair for Entrepreneurship Management  
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.

# How to Apply

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

- **Application deadline:**

Project Management, Module 1 ( Basic – Intermediate Level ) - by 15, Feb.

Project Management, Module 2 ( Advanced Level ) - by 29, Feb.

A-B-C's of Management ( Basic Management Skill ) - by 14, Mar.

# 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 1<sup>st</sup> 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](mailto:h.yamasaki@cicombrains.com)  
Website: <http://www.cmmu.mahidol.ac.th>

- **Singapore:**

Tel: (65)-6428-8303 (Japanese, English)  
Person in charge: Mr. Michiaki Lee  
Email: [m.lee@cicombrains.com](mailto:m.lee@cicombrains.com)

- **Tokyo:**

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

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

