



# 6th 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 Managers in Sales, Marketing, Product-Service Development, Purchasing and HR & administration Department in both manufacturing and non-manufacturing companies.

**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.

# SEMINAR Detail

- **Subject:** **A-B-C's of Management ( Basic Management Skill )**  
**Third Session**
- **Training Duration:** 2 days [27(Mon) -28(Tue) September 2010]
- **Target:** **Middle Management Thai Managers**  
(Sales Managers, Marketing Managers, Product 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

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

Date: 27-28 September 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)

# 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.**
- **It was of great benefit to me how to do to approach and solve problems.**
- **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. 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.

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# 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/cmmu/>

- **Singapore:**

Tel: (65)-6536-9118 (Japanese, English)

Person in charge: Ms Sandy Saito

Email: [s.saito@cicombrains.com](mailto:s.saito@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)



College of Management  
Mahidol University

**Thai-Japanese Management Development Program**  
**~6th program: Middle Management Development Program~**  
(In College of Management, Mahidol University, Bangkok, Thailand)

**Application form**

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

**Please E-mail to: [h.yamasaki@cicombrains.com](mailto:h.yamasaki@cicombrains.com) or Fax: 02-206-2090, To Yamasaki**  
**Application Deadline: 11<sup>th</sup> September, 2010**

**Please mark your subject.**

course 1: A-B-C's of Management ( Basic Management Skill ), **Third Session,**  
27 - 28 September, 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/Ms \_\_\_\_\_

役職 (Designation) \_\_\_\_\_

Email アドレス \_\_\_\_\_

**事務局用:**

申込受付日: \_\_\_\_\_