

5th Thai-Japanese Management Development Program



In corporation with

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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
- 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.

Benefit: These THREE (3) training contents which are 2-days Knowledge Management , 2-days Logical Thinking and 2-days Project Management are essential for employees with MANAGER title. With this understanding, the participant can realize what skill, framework and method are necessary and can use for working environment as a Manager.

SEMINAR Detail

- **Subject:** **Knowledge Management**
- **Training Duration:** 2 days [8(Mon) -9(Tue) March 2010]
- **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 Detail

- **Subject:** **Logical Thinking**
- **Training Duration:** **2 days [15(Mon) -16(Tue) March 2010]**
- **Target:** **Middle Management Thai Managers**
(Sales Managers, Marketing Managers, Product Managers, Finance Managers)
- **Language:** **Thai**

- **Course Overview:**

This course, Logical Thinking, will develop participants' ability to analyze situations and problems logically and to present their recommendations/ideas in a persuasive and effective manner - in formal presentations, meetings and small group situations and in writing. The course adopts a logical step-by-step format, using both strategy + tactical mindsets to approach and solve problems. Tools are also discussed and used provide concrete understanding of the core problem solving concept.

- **Coverage:**

Logical problem solving
Logical Strategy and Tactical thinking process
Brainstorming
Issue Identification

SEMINAR Detail

- **Subject:** **Project Management**
- **Training Duration:** **2 days [22(Mon)-23(Tue) March 2010]**
- **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 Schedule

Knowledge Management

Date: 8-9 March 2010
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,000 (incl. Tea Break and Lunch)

Logical Thinking

Date: 15-16 March 2010
Time: 9:00-12:00 13:00-16:00
Venue: College of Management, Mahidol University
Fee: Bht 9,000 (incl. Tea Break and Lunch)

Project Management

Date: 22-23 March 2010
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!!

Comments from participants from 1st ,2nd , 3rd & 4th 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.**
- **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. 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.

Aj. Rath Dhnadirek (Logical Thinking)

Lecturer, Decision Skills and Organization behavior
at College of Management, Mahidol University
General Manager, T. Dhnarath International Co. Ltd
Co-Managing Director and Senior Partner, Sycamore Management Consulting

Education: Doctor of Philosophy (Ph.D.) Degree in Marketing with a
concentration area in Consumer Psychology and Decision
Sciences (Support Area: Statistics and Quantitative Analyses),
The University of Chicago

Expected Trainers (Continued)

Aj. Nathasit Gedsri (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.

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:**

Knowledge Management:	25th Feb. 2010
Logical Thinking :	1st Mar. 2010
Project Management :	8th Mar. 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/main>

- **Singapore:**

Tel: (65)-6536-9118 (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