



62nd Thai-Japanese Management Development Program

— Middle Management Development Program —



College of Management
Mahidol University



In corporation with



Program Overview

Program Features:

- ▶ Practical management training program designed by College of Management, Mahidol University (CMMU) which is the one of the top-level university.
- ▶ Designed for management level Thai staffs who work 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 companies:

- ▶ 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
 - Receiving CMMU certificate for completing the course
 - Acquiring practical management knowledge and skills

Thai Japanese Management Development Program

Target: This program 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 in that position.

Style of this seminar: This program encourages all participants to involve in more discussion, role play and group work with minimum lecturing.
Therefore, participant will be grouped with participants from different companies to expand their own viewpoints.

62nd Training contents are:

Course 0. Teamwork in a Multigenerational Workplace [61 st]	2 days
Course 1. Future Forward Marketing	2 days
Course 2. Project Management - Module 1	2 days
Course 3. Essentials of Modern Management (Previously: Principles of Management)	2 days
Course 4. Innovative Leader & Design Thinking Mindset * New course	2 days

Course 0 [61st]

★ **Subject:** **Teamwork in a Multigenerational Workplace**

Previously: **Teamwork Management**

★ **Date :** 17th – 18th July 2025

★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Course Overview**

Team-based management is not anything new. However, effective teamwork has been one of the on-going issues an organization has been struggling with. Work achievement directly depends on an effective team. But, a sense of team does not just happen; it requires planning to develop a system that will enhance it. It requires an effort on the part of the manager, and, more importantly, of the team members. This course is designed to develop a better understanding of what a team means and how it develops, and to present different ways of enhancing teamwork in an organization.

★ **Coverage:**

- Team development stages
- What is a team?
- How does it develop?
- How should you deal with your team in each stage?
- High Performance Team Management Systems
- Attributes for Successful Teamwork.
- Three Steps to Successful Teamwork.
- To identify causes of team conflict and how to avoid them or deal with them constructively.
- To understand how communication in an organization affects team achievement.

Seminar Detail- Teamwork in a Multigenerational Workplace

	Day 1	Day 2
AM 9:00 – 12:00	<ul style="list-style-type: none">• Phase of Team Development• Stages of Team Development<ul style="list-style-type: none">○ Forming Stage / Storming Stage / Norming Stage / Performing Stage / Adjourning Stage	<ul style="list-style-type: none">• Attributes for successful teamwork• Three steps to successful teamwork <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00 – 4:00	<ul style="list-style-type: none">• 8 Team Management System <p>Case Study</p> <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Linear Model of Communication• Conflict in communication• Providing Feedback• Resolving Breakdowns <p>Workshop Exercise</p>

Course 1

- ★ **Subject:** **Future Forward Marketing**
Previously: **Strategic Marketing Management**
- ★ **Date:** 6th – 7th August 2025
- ★ **Target:** Middle Management Thai Managers
(Sales Managers, Marketing Managers, Product Managers, HR Managers, etc.)

★ Course Overview

The increasingly global diversity comes with new marketing challenges to all companies. The success marketing stories in the past may no longer be viable for today marketplace. Learn new and updated marketing concept to response to the changes in Asian market.

It is crucial to analyze the external and internal situation in order to make Marketing Strategy. In this course, the participants will learn various analysis methods and decision making through case study, class discussion and exercises, and follow the Thailand 4.0.

★ Coverage:

- What the Marketing?
- New paradigm of Marketing Management
- Market Research updated
- Value Proposition/Consumer Behavior
- STP (Segmentation, Target Marketing, Positioning)
- 4P's, 4C's and 4E's
- Environmental analysis (Internal and external)
- The VUCA World
- Paradigm Shift
- Blue Ocean Strategy
- Innovation Strategy
- Case Study

Seminar Detail - Future Forward Marketing

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• Introduction• Strategic Management• What the Marketing ?• New paradigm of Marketing Management• Market Research updated	<ul style="list-style-type: none">• Environmental analysis• Market Competition• The VUCA World
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Value Proposition• Consumer Behavior• STP Analysis• 4P's, 4C's and 4E's <p>Case Study</p>	<ul style="list-style-type: none">• Paradigm Shift & Blue Ocean Strategy• Strategy Canvas• Innovation (CHASM, S-Curve Model, Innovation Matrix, Innovation Types)• Thailand 4.0 <p>Workshop Exercise</p>

Course 2

- ★ **Subject:** Project Management – Module 1
- ★ **Date:** 3rd – 4th September 2025
- ★ **Target:** Middle Management Thai Managers
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ 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 Break down Structure (WBS)
- Developing a project plan
- Estimating project duration and resources
- Managing project teams
- Building high performance project teams
~Managing virtual project teams
- Managing Risk & Change Management
- Case Activity

Seminar Detail- Project Management – Module I

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• Introduction• Project Life Cycle <p>Workshop Exercise</p> <ul style="list-style-type: none">• Defining the Project• Project Scope• Project Priority Matrix	<ul style="list-style-type: none">• Gantt Chart• Critical Path, Project Scheduling• Develop a Project Gantt Chart <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Creating the Work Breakdown Structure• Process Breakdown Structure• Developing a Project Plan• Develop a Project Network <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Resource Allocation• Scheduling Resources and Cost• Reducing Project Duration• Managing Risk & Change Management <p>Workshop Exercise</p>

Course 3

★ **Subject:** **Essentials of Modern Management**

Previously: **Principles of Management**

★ **Date :** 23rd – 24th September 2025

★ **Target:** **Middle Management Thai Managers**
(Product Managers, Sales Managers, HR Managers, Accounting Managers etc.)

★ **Course Overview**

Today's fast-changing, disrupted world are forcing businesses to learn and relearn about management in the new normal situation. This course introduces multiple topics that are important for managers and supervisors to development necessary knowledge and essential skills to deal with challenges and the uncertain environment. The training course is designed to support managerial development and growth mindset through contemporary theories/concepts/frameworks, plus technical knowledge and soft skills, for managing businesses and diversity. Importantly, the participants will learn about various underlying management knowledge and skills, such as diverse roles of management in the changing world, personality type and self-assessment, difference between management vs. leadership, managerial decision-making, effective communication and presentation skills, change management and cross-cultural management. Overall, this course is aim to enhance managerial skills and techniques that you can benefits and enable to put the knowledge and skills gained into action immediately, plus the critical skill concept and workshop to apply in real-life work situations.

★ **Coverage:**

- Managerial roles of contemporary and 'new normal' managers.
- Diverse personality types and self-assessment
- Difference between management vs. leadership
- Managerial decision-making & process
- Effective verbal and nonverbal communication
- Effective presentation techniques and skills
- Change management and process
- Cross-cultural management

Seminar Detail - Principles of Management

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• Introduction• Difference between management vs. leadership• Diverse personality types and self-assessment <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Effective verbal and nonverbal communication• Effective presentation techniques and skills <p>Workshop Exercise</p>
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Managerial decision-making• Decision-making process• Group/team discussion and decision-making <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Change management and change process• Cross-cultural management <p>Workshop Exercise</p>

Course 4

- ★ **Subject:** Innovative Leader & Design Thinking Mindset * New Course *
- ★ **Date:** 30th September – 1st October 2025
- ★ **Target:** Middle Management Thai Managers
(Production Managers, Sales Managers, Marketing Managers, HR Managers, etc.)

★ Course Overview

This course is designed to help participants understand the characteristics of innovative leadership and the importance of innovation in driving organizations in the present era. Participants will learn about various contemporary innovation models and the design thinking mindset, which is a key tool for fostering innovation.

The content structure is based on various theories related to leadership, innovation, and design thinking, enabling participants to convey shared understanding and expectations within the organizations. Ultimately, participants will learn about the behaviors and practices required to drive an organization with a design thinking mindset, allowing them to successfully lead and create innovation within their organizations.

★ Coverage:

- What is Innovation
- Types of Innovation
- Innovator's DNA
 - Characteristics of an Innovative Leader
- Introduction to Design Thinking > Why & What?
 - Design Thinking in 5 steps
- Design Thinking Practice + Workshop
 - Workshop Design Thinking (E-Stage, D-Stage)
 - Workshop Design Thinking (I-Stage, P-Stage, T-Stage)
- Leading Organization through design thinking
 - Applying the design thinking mindset in organizations
 - Characteristics of leaders who apply design thinking in various organizational contexts

Seminar Detail - Innovative Leader & Design Thinking Mindset

	Day 1	Day 2
AM 9:00-12:00	<ul style="list-style-type: none">• What is Innovation?• Types of Innovation	<ul style="list-style-type: none">• Introduction to Design Thinking > Why & What?<ul style="list-style-type: none">◦ Design Thinking in 5 steps• Design Thinking Practice + Workshop<ul style="list-style-type: none">◦ Workshop Design Thinking (E-Stage, D- Stage)
	Lunch	Lunch
PM 1:00-4:00	<ul style="list-style-type: none">• Types of Innovation (cont.)• Innovator's DNA<ul style="list-style-type: none">◦ Characteristics of an Innovative Leader	<ul style="list-style-type: none">• Design Thinking Practice + Workshop (cont.)<ul style="list-style-type: none">◦ Workshop Design Thinking (I-Stage, P- Stage, T-Stage)• Leading Organization through design thinking<ul style="list-style-type: none">◦ Applying the design thinking mindset in organizations◦ Characteristics of leaders who apply design thinking in various organizational contexts

Expected Instructors



Vichita Ractham, Ph.D. (Teamwork in a Multigenerational Workplace)
Assoc. Prof. at College of Management, Mahidol University

Education:

- Ph.D. in Information Science, University of Pittsburgh, USA
- MS in Information Science, University of Pittsburgh, USA

Burim Otakanon, Ph.D. (Future Forward Marketing)
Asst. Prof. and Lecturer at College of Management, Mahidol University

Education:

- Ph.D. in Technopreneurship and Innovation Management, Chulalongkorn University, Thailand
- MBA, Southern New Hampshire University, USA
- Advanced Certificate in International Business, Southern New Hampshire University, USA



Nathasit Gertsri, Ph.D. (Project Management - Module 1)

Assoc. Prof. of Technology and Innovation Management at College of Management, Mahidol University

Education:

- Ph.D. in Systems Science/Engineering and Technology Management, Portland State University, USA
- Dual MS in Mechanical Engineering and Engineering Management, Chulalongkorn University, Thailand

Expected Instructors



Suparak Suriyankietkaew, Ph.D. (Essentials of Modern Management)

**Asst. Prof. and Assistant Dean, Head of Business and Community Relations,
College of Management, Mahidol University**

Education:

- Ph.D. in Management, Macquarie University, Australia
- Ph.D. in Management, College of Management, Mahidol University, Thailand
- MS in Management and Information Systems, University of Maryland, USA



Triyuth Promsiri, Ph.D. (Innovative Leader & Design Thinking Mindset)

**Assistant Dean at College of Management, Mahidol University
Program Chair at Entrepreneurship & Innovation Program, College of
Management Mahidol University**

Education:

- Ph.D. in Philosophy (Entrepreneurship Management), College of Management, Mahidol University, Thailand
- MS in New Technology Venture, College of Management, Mahidol University, Thailand

Seminar Schedule

■ [Course 0]

Teamwork in a Multigenerational Workplace [from 61st - discount not included]

Date: 17th – 18th July 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 2]

Project Management – Module1

Date: 3rd – 4th September 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 4]

Innovative Leader & Design Thinking Mindset * NEW *

Date: 30th September – 1st October 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 1]

Future Forwarding Marketing

(Strategic Marketing Management)

Date: 6th – 7th August 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

■ [Course 3]

Essentials of Modern Management

(Principles of Management)

Date: 23rd – 24th September 2025
Time: 9:00-12:00 / 13:00-16:00
Venue: College of Management, Mahidol University
Fee: 13,000 Baht (incl. 2 Tea Breaks and Lunch)

★ If one person applies to 2 subjects or more, discount will be given!!

★ If one company applies 5 seats or more, discount will be given!! (Excludes course 0.)



Comments from participants of program

- ▶ The trainers are friendly, rich in experiences and used many down to earth examples for us to understand.
- ▶ 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.
- ▶ Learnt the various methods of Project Management through many case studies is very useful for organizing a team and carrying out a task as a manager.
- ▶ It was very useful to learn Marketing Theory and Strategy Planning properly, I would like to challenge new marketing idea in my company.
- ▶ 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.
- ▶ To come to know new friends is fun!
- ▶ Learnt in this course, it's very useful for my working place because it's not only academic theory but also practice group discussion and presentation training.
- ▶ It helps me to communicate with the subordinate better and to understand the problem in organization.

Please click the training gallery at the Facebook ! → www.facebook.com/cmmuexecutiveeducation/

Class Atmosphere



How to Apply

Price: (No VAT and WHT applied)

13,000 Baht for all courses

▶ Application:

Please fill in the application form and send to contact@retro-modern.com

▶ Application deadline:

Course 0: Teamwork in a Multigenerational Workplace

3rd July. 2025

Course 1: Future Forward Marketing

24th July. 2025

Course 2: Project Management - Module 1

21st August. 2025

Course 3: Essentials of Modern Management

10th September. 2025

Course 4: Innovative Leader & Design Thinking Mindset

17th September. 2025

How to Apply (Continued)

▶ Payment method:

Around 1-2 weeks before the training date, the scanned invoice will be sent by email. Please make a payment according to the information written on the invoice either by cheque or by bank transfer.

* Please note that the payer is responsible for any transaction fees occurs.

▶ Payment deadline:

Before the first day of each training.

▶ Cancellation Clause:

- Cancellations made less than 30 days before the delivery date, 30% of total amount will be charged.
- Cancellations made less than 20 days before the delivery date, 50% of total amount will be charged.
- Cancellations made after 12:00PM (noon) on the day before the delivery date, 100% of total amount will be charged.

Enquiry

► English / Thai

Tel: (66)-82-671-8574 (EN / TH)

Person in charge: Ms. Chamaiporn (Tae)
Ms. Nishada (G)

Email: contact@retro-modern.com

► Japanese

Person in charge: Mr. Takayuki Saito (Japan)

Email: t-saitou@retro-modern.com

Person in charge: Ms. Hanae Endo (Bangkok)

Email: h.endo@retro-modern.com

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

