



65th Thai-Japanese Management Development Program

Middle Management Development Program



College of Management
Mahidol University



In corporation
with
 **Cicom Brains** &  **RETRO
MODERN** Inc.

Program Overview

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 Company

- Help speed up localization and enhance competitiveness through
 - Talent development on the manager level
 - Positive impact on HR retention & recruitment

For Participant

- Help develop confidence and recognition by
 - Receiving CMMU certificate for completing the course
 - Acquiring practical management knowledge and skills

TARGET

This program is designed for Middle Managers(*) in Sales, Marketing, Production*, Service Development, Purchasing and HR & Administration department in both manufacturing and non-manufacturing companies.

(*) Managers who have been 3-5 years in that position.

Seminar style

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.

65th

TRAINING CONTENTS INCLUDES:

NEW!

Course 1 Logical Thinking for Policy Implementation 1 Day

Course 2 Essentials of Modern Management 2 Days

Course 3 Lean & Smart Operations 2 Days

NEW!

Course 4 Modern Marketing Management & Strategy 1 Day

NEW

Logical Thinking for Policy Implementation

DATE: 5 May 2026

TARGET: New Staffs, Early-Years Career Staffs
(Production Staffs, Sales Staffs, HR Staffs,
Accounting Staffs etc.)

COURSE OVERVIEW:

This seminar is designed to transform the way professionals' approach complex challenges by introducing the core visual frameworks of Logical and Strategic Thinking. The course focuses on the practical application of a Strategic Mindset, teaching participants how to navigate high-stakes, large-scale tasks that are difficult to control.

Through the 5I's foundation concept, participants will master the art of defining clear objectives and setting ambitious goals across six different types of strategic missions. Then shifts to developing Strategic Solutions, providing deep insights into how to solve problems with precision and creativity.

Participants will apply these insights through a hands-on workshop, where they will create and present a strategic development plan for their own units, ensuring they leave with a professional action plan for real-world implementation.

COVERAGE TOPICS:

Introduction: Seminar Value-Added

- Fundamental concepts and visual frameworks of Logical/Strategic Thinking.

The Context of Strategic Mindset

- When to Think Strategically?

Strategic Insight (1) – Defining the Problem

- The 5I's - The Foundation Concept
- The 6 Types of Strategic Challenges

Strategic Insight (2) – Solving the Problem

- Strategy as an "Adjective": What makes a solution truly "Strategic"?

NEW

Seminar Details

Logical Thinking for Policy Implementation

	Day 1
9:00-12:00	<p>Introduction: Seminar Value-Added</p> <ul style="list-style-type: none">• Fundamental concepts and visual frameworks of Logical/Strategic Thinking.• Key Words & Key Pictures ของ Logical/Strategic Thinking <p>The Context of Strategic Mindset</p> <ul style="list-style-type: none">• When to Think Strategically? <p>Workshop Exercise</p>
13:00-16:00	<p>Strategic Insight (1) – Defining the Problem</p> <ul style="list-style-type: none">• The 5I's - The Foundation Concept• The 6 Types of Strategic Challenges <p>Strategic Insight (2) – Solving the Problem</p> <ul style="list-style-type: none">• Strategy as an "Adjective": What makes a solution truly "Strategic"? <p>Workshop Exercise</p>

Essentials of Modern Management

DATE: 19-20 May 2026

TARGET: Middle Management Thai Managers
(Production 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 TOPICS:

- 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

Essentials of Modern Management

	Day 1	Day 2
9:00-12:00	<ul style="list-style-type: none">• Introduction• Difference between management vs. leadership• Diverse personality types and self-assessment Workshop Exercise	<ul style="list-style-type: none">• Effective verbal and nonverbal communication• Effective presentation techniques and skills Workshop Exercise
13:00-16:00	<ul style="list-style-type: none">• Managerial decision-making• Decision-making process• Group/team discussion and decision-making Workshop Exercise	<ul style="list-style-type: none">• Change management and change process• Cross-cultural management Workshop Exercise

Lean & Smart Operations

DATE: 11-12 June 2026

TARGET: Middle Management Thai Managers
(Production Managers, Sales Managers,
HR Managers, Accounting Managers etc.)

COURSE OVERVIEW:

Operations Management focuses on carefully managing the processes to produce and distribute products and services. This management practice, often as known as “Lean”, can enhance overall efficiency and productivity such as cost reduction, personnel adjustment, quality improvement etc. which will enhance customer competitiveness.

This course aims at understanding how Operations Management would be carried out in an organization. By understanding the nature of the products or services in the organization, it can be effectively managed.

COVERAGE TOPICS:

- The Components of Value, Competitive Advantage, Process
- 10 Strategic OM Decisions
- What is lean?
 - 5 key Principles of Lean Management
- Identification of Value
- Waste, 8 types of waste
- The value chain concept
- Value Stream Map the Existing Process
- Redesigning the Operations

Lean & Smart Operations

	Day 1	Day 2
9:00-12:00	<ul style="list-style-type: none">• Introduction• Competitive Advantage, Process• 10 Strategic OM Decisions	<ul style="list-style-type: none">• Analyzing the Current Operations• Value Stream Map the Existing Process• Purpose of VSM / Element of VSM /• Waste, 8 types of waste• Value-added, non-value-added activities <p>Workshop Exercise</p>
13:00-16:00	<ul style="list-style-type: none">• What is lean ?• 5 key Principles of Lean Management• What is value ? <p>Workshop Exercise</p>	<ul style="list-style-type: none">• Redesigning the Operations• Tools, 5S, Pokayoke, Visual Control, Standard Work• Value Stream Map of Future State <p>Workshop Exercise</p>

NEW

Modern Marketing Management & Strategy

DATE: 15 July 2026

TARGET: New Staffs, Early-Years Career Staffs
(Production Staffs, Sales Staffs, HR Staffs, Accounting Staffs etc.)

COURSE OVERVIEW:

Today’s marketing environment is shaped by digital disruption, ai-driven analytics, platform competition, and rapidly evolving consumer expectations. Traditional marketing tools remain relevant—but must be integrated with modern strategic thinking to remain effective. This intensive one-day program is designed for middle management leaders who need to upgrade their strategic marketing capabilities in a fast-changing business landscape.

Managers will leave with a clearer strategic framework, stronger analytical tools, and practical approaches to enhance competitiveness and sustainable growth.

COVERAGE TOPICS:

Modern Marketing Foundations

- “What is Marketing?” / New Paradigm of Marketing Management

Strengthening strategic thinking & analytical capability

- Targeting Strategy & Understanding Your Customer Insights and Their Behavior
- Market Research in the Data-Driven Era & Data Storytelling

- Strategic Positioning & Value Proposition Design with Blue Ocean Strategy
- Evolution of Marketing Strategies

Strategy, Competition & Growth

- Environmental Analysis / SWOT & TOWS Strategy
- Managing in a VUCA/BANI Environment
- Innovation Strategy & Growth Frameworks

Practical Case Discussion & Application Exercise

NEW

Seminar Details

Modern Marketing Management & Strategy

	Day 1
9:00-12:00	<p>Introduction: Modern Marketing Foundations</p> <ul style="list-style-type: none">• Rethinking “What is Marketing?” / New Paradigm of Marketing Management• Targeting Strategy & Understanding Your Customer Insights and Their Behavior• Market Research in the Data-Driven Era & Data Storytelling• Strategic Positioning & Value Proposition Design with Blue Ocean Strategy• Evolution of Marketing Strategies<ul style="list-style-type: none">◦ 4P’s, 4C’s & 4A’s / Optimal Marketing Mix <p>Focus: Strengthening strategic thinking and analytical capability</p>
13:00-16:00	<p>Strategy, Competition & Growth</p> <ul style="list-style-type: none">• Environmental Analysis / SWOT & TOWS Strategy• Managing in a VUCA/BANI Environment• Innovation Strategy & Growth Frameworks <p>Practical Case Discussion & Application Exercise</p> <p>Q&A</p>

Expected Instructors



Rath Dhnadirek, Ph.D.

(Logical Thinking for Policy Implementation & Logical Thinking and Decision Making)

Lecturer at College of Management, Mahidol University

Education:

- Ph.D. in Consumer Psychology and Decision Sciences, University of Chicago, USA
- MBA in Marketing and Quantitative Analyses, University of Chicago, USA
- MS in Public Policy and Industrial Administration, Carnegie Mellon University, USA

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



Expected Instructors

Prattana Punnakitikashem, Ph.D.

(Lean & Smart Operations)

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



Boonying Kongarchapatara, Ph.D.

(Modern Marketing Management & Strategy)

Assistant Professor and Chair of Business Management Program at College of Management, Mahidol University

Education:

- Ph.D. in Management, College of Management, Mahidol University
- MS in Management (Academic Excellence), Assumption University
- MA in Economic Law, Faculty of Law, Chulalongkorn University



Seminar Schedule

Course 1 **NEW!**

Logical Thinking for Policy Implementation

Date: 5 May 2026 (1-day)
Time: 9:00-16:00
Venue: College of Management,
Mahidol University
Fee: 8,200 Baht
(incl. 2 Breaks and Lunch)

Course 3 Lean & Smart Operations

Date: 11 - 12 June 2026 (2-day)
Time: 9:00-16:00
Venue: College of Management,
Mahidol University
Fee: 16,000 Baht
(incl. 2 Breaks and Lunch)

Course 2

Essentials of Modern Management

Date: 19 - 20 May 2026 (2-day)
Time: 9:00-16:00
Venue: College of Management,
Mahidol University
Fee: 16,000 Baht
(incl. 2 Breaks and Lunch)

Course 4 **NEW!** Modern Marketing Management & Strategy

Date: 15 July 2026 (1-day)
Time: 9:00-16:00
Venue: College of Management,
Mahidol University
Fee: 8,200 Baht
(incl. 2 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!!





Comments & Feedbacks

From our earlier sessions

“ The trainers are friendly, rich in experiences and used many relatable examples ”

“ It was meaningful that I could discuss with participants from other companies. ”

“ I found it interesting that we did a case study, had a group discussion, and finally gave a presentation. ”

“ Learnt through many case studies is very useful for organizing a team and carrying out a task as a manager. ”

“ }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. ”

“ What I learned in this course is very useful for my workplace, as it includes both theory and practical skills like group discussions and presentation training. ”

“ It helps me communicate better with my team and understand the problems in the organization. ”



How to Apply

Training Fee (No VAT and WHT applied)

2-Day course - **16,000.- THB**

1-Day course - **8,200.- THB**

Application

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

Application Submission Deadline

Course 1 Logical Thinking for Policy Implementation	28 April 2026
Course 2 Essentials of Modern Management	5 May 2026
Course 3 Lean & Smart Operations	28 May 2026
Course 4 Modern Marketing Management & Strategy	1 July 2026

How to Apply

Payment Process

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 Policy

- 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.



For Enquiries

ENGLISH / THAI

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JAPANESE

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