



College of Management
Mahidol University



SENIOR EXECUTIVE
EDUCATION PROGRAM

STRATEGY AND INNOVATION

FOR BUSINESSES IN ASIA
(SIBA) 2020

A PROJECT-BASED SENIOR EXECUTIVE PROGRAM THAT ADVANCES YOUR STRATEGIC AND INNOVATIVE MANAGEMENT PRACTICES FOR COMPETING IN THE ASIAN MARKET

FEATURING A WEEK-LONG
EXECUTIVE SESSION ON STRATEGY AND INNOVATION
AT MIT SLOAN IN CAMBRIDGE, MA, USA

MIT
MANAGEMENT
EXECUTIVE EDUCATION

“THE SENIOR EXECUTIVE EDUCATION PROGRAM on Strategy and Innovation for Businesses in Asia (SIBA)

is a customized program that will enhance Thai business leaders' ability to excel in the Asian market that is becoming increasingly competitive and innovative. Recognizing that strategy and innovation are two of the most critical challenges facing top management, the program provides real-life project-based content to address those business challenges in the context of regional and global competition.”



LEARNING APPROACH

- Real-life industry examples from prominent Thai CEOs of successes and failures in managing for innovation
- Presentations by world-class faculty on fundamental principles of strategy and innovation
- Group discussions with colleagues, industry leaders, and faculty to maximize learning and share experiences
- Opportunities to apply learning in team and group* activities
- Project work in company-specific task groups that addresses a real current business problem

**Strong emphasis on group attendance (2-4 executives per company) to take full advantage of project work*

PARTICIPANTS

- CEOs, Managing Directors, and other C-level executives
- Senior Management (Vice Presidents or Directors) with high potential to become C-level executives
- Business Owners

PROGRAM AGENDA 2020

15-16
FEBRUARY
(2 Days)

Thailand
(Opening Session)

17-21
FEBRUARY
(5 Days)

at CMMU Bangkok,
Thailand

9-14
MARCH
(6 Days)

at MIT Sloan
Massachusetts, USA

13-14
JUNE
(2 Days)

Thailand
(Project Debrief)

*24 FEBRUARY - 6 MARCH Project work and Follow up



VALUE PROPOSITION

- Increased understanding of major opportunities and challenges that arise in regional and global markets
- Awareness of how companies can enhance their competitiveness and create new opportunities for business growth through innovative strategies
- Increased understanding of strategies that encourage innovation centered around organizational re-design, internal processes, and management of human capital
- Synthesized knowledge from examples and personal experiences shared by industry experts and distinguished faculty
- New perspectives and insights that can be applied immediately to current strategic initiatives or that will contribute to the skill set required for working on future business growth prospects regionally and globally
- Enhanced networking opportunities and new contacts across companies and industries



TESTIMONIALS from PARTICIPANTS



Wittawat Svasti-Xuto

Chief Technology and Engineering Officer, PTT Public Company Limited

It was a great experience joining the SIBA program. The program gave me rare opportunities to connect with associates from various industries. I found the course interesting, challenging and rewarding for both CMMU and MIT sessions. I gained a lot more understanding and a broader perspective of management and innovation strategy in Thailand and ASEAN market.



Suttipong Kongpool

**Executive Vice President,
Safety and Standards
Aeronautical Radio of Thailand Ltd.**

Believing innovation is one of the key strategies for success, I wonder why mindset change at the management level alone does not lead more organizations to success. I found the answer from SIBA. I was impressed with all that CMMU and MIT Sloan offered in the SIBA program, from the administrative support right through to the quality of the curriculum. I can attest to the value proposition of SIBA. The uniqueness of SIBA is in its training of the mind to rethink how to think. We learned directly from leading minds, many of whom are already driving innovation in the world today, making endless possibilities for tomorrow.

Krisada Sektrakul

Senior Executive Vice President, The Stock Exchange of Thailand

"It has been one of the greatest experiences in my life to attend the Strategy and Innovation for Businesses in Asia (SIBA), Class #6, a collaboration between Mahidol University and Massachusetts Institute of Technology (MIT). I have gained tremendous knowledge and self-improvement as the course focuses on the global ever-changing and disruptive economic and social landscapes and how to tackle the key issues. The traditional business operation and platform is no longer applicable. The course has enlightened us on the vital role of "innovation" that if initiated at a good cause and appropriately, it will lead the organization towards the new platform successfully. On top of this, the networking and experience-sharing among the participants, who are top executives from both the public and private sectors, is extremely valuable for our future endeavors for the benefit of the country. I really treasure the friendship, academic excellence, and memorable moments which I will cherish for many years to come."



Siritida Panomwon Na Ayudhya

**Assistant Governor, Payment Systems Policy and Financial
Technology Group, Bank of Thailand**

The curriculum of the SIBA program at CMMU was very practical and comprehensive. As comparable to the delectable cuisine, this program is one of the best savory meals comprising good nutrients for our brains. All sessions are well prepared with selective ingredients which broaden our thoughts, inspire our passion and open up our visionary. Be able to discuss with professional lecturers who have direct experiences from various businesses and come from top-leading universities enables our capabilities to apply and enhance our works. More importantly, good networking and great relationship with classmates are endless. The program helps build the boundless friendship amongst peers which is personally and professionally valuable.



Bussaya Satirapipatkul

**Executive Vice President, Customer & Service Management,
Advanced Info Service PLC.**

My experience for joining the SIBA program was very impressive. The program was very well-organized and its flow was very smooth. I fully engaged with both sessions at CMMU and MIT as giving me a lot of new ideas to unleash a new way to think and uplift my jobs. It was a very rare chance to learn from super selective top-level CEOs. I also like to learn from MIT professors who are the real experts with practical way of thinking. Finally, I totally enjoyed learning this program and gaining a great relationship with peer executives from various industries.

CMMU SESSION

17-21 FEBRUARY 2020

5 DAYS AT CMMU BANGKOK, THAILAND



About

The College of Management Mahidol University (CMMU)

The College of Management Mahidol University (CMMU) provide innovative graduate programs in management, at the Master, Post-Master, and Ph.D. levels. In addition to graduate education, CMMU also engages in corporate training, consulting, and research. These programs provide critical links between the College and local, regional and international companies and organizations. Our senior executive education program offers the opportunity for capable professionals to refine and extend their expertise in management as well as their ability to create new knowledge.

CONCEPT

The objective of the CMMU Module is to advance executive expertise in the following areas:

- In-depth discussion and Q&A session with Thailand's top CEOs and senior executives about management and innovation challenges in Thailand
- Unique globalization factors facing Thailand and Thai enterprises
- Participant-driven forum about challenges they and their companies face in the context of growing borderless Asian markets

SENIOR ADVISORY BOARD



Dr. Chaiyawat Wibulswasdi

- Chairman of the Stock Exchange of Thailand
- Board Member of CMMU
- Former Minister of Finance
- Former Governor of Bank of Thailand



Mr. Chartsiri Sophonpanich

- President of Bangkok Bank PLC.



Mr. Charamporn Jotikasthira

- Board of Directors, Bangkok Bank PLC.



Mr. Natwut Amornvivat

- CEO, Focal Intelligence Co., Ltd.
- Director, Tesco Ltd. (Engineering Consultant)

CMMU MODULE SPEAKERS

The 5-days CMMU Module consists of in-depth discussion with top-tier CEOs and senior executives in Thailand, who will share their knowledge and techniques in strategy and innovation that are practical to companies in Thailand. The speakers include

(by alphabetical order)

Mr. Chaiwat Utaiwan
Executive Advisor, TTW PLC.

Mr. Charamporn Jotikasthira
Board of Directors, Bangkok Bank PLC.

Mr. Chartsiri Sophonpanich
President of Bangkok Bank PLC.

Dr. Chatree Duangnet, M.D.
Executive Advisor and Director,
Bangkok Hospital Medical Center

Mr. Choak Bulakul
Group Managing Director & CEO,
Farm Chokchai Group

Mr. Natwut Amornvivat
Cofounder, T2P Co., Ltd.
CEO, Focal Intelligence Co., Ltd.

Dr. Pailin Chuchottaworn
Former Deputy Minister of Transport

Mr. Rit Thirakomen
President MK Restaurant PLC.

Mr. Somprasong Boonyachai
Director, Advisor to the Chief Executive Officer
Chairman of the Executive Committee, INTOUCH Group.

Ms. Suphajee Suthumpun
CEO, Dusit Thani PLC.

CMMU PROGRAM DIRECTOR



Vichita Ractham
Deputy Dean
for Academic Services
College of Management
Mahidol University

MIT SLOAN SESSION

9-14 MARCH 2020

6 DAYS AT MIT SLOAN SCHOOL OF MANAGEMENT, MASSACHUSETTS, USA



About

The MIT Sloan School of Management

The MIT Sloan School of Management, based in Cambridge, Massachusetts, is one of the world's leading business schools conducting cutting edge research and providing undergraduate, graduate and executive management education to top students from around the world. The mission of the MIT Sloan School of Management is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice. Within executive education, our vision is to be the school of choice for developing leadership talent in companies strategically driven by innovation, emerging technologies, entrepreneurship, and global reach. As part of MIT, the world's leading university in science and engineering, Sloan's Executive Education is uniquely positioned for this program whose content and participants cut across managerial and technical domains.

CURRICULUM

The MIT Sloan curriculum is organized around two content streams that will be delivered via theoretical concepts and frameworks, case studies, group breakouts and project work.

STRATEGIC INNOVATION

The Strategic Innovation sessions will discuss how firms can establish a sustainable global competitive advantage through innovation: what processes, structures, cultural values and management approaches make organizations more innovative. Special emphasis will be placed on the importance of developing human and social capital, and creating a proper balance between risk and reward for a sustainable long-term growth. Participants will learn about the steps required to drive strategic innovation in the organization.



GLOBAL STRATEGY

Global integration has become a strategic imperative not simply a source of cost savings but a source of innovation-for most organizations. It is also a source of value creation inside a multinational company, or across strategic partners across countries, or even across world wide networks of companies-which is why even local companies will have a "global strategy". The Global Strategy stream will introduce the participants to the evolution of strategic thinking and present a number of widely used strategy models. It will further introduce the concepts and frameworks used to understand the challenges of international business and globalization, management of global competition and global integration within the organization.

MIT FACULTY

MIT Faculty are world-renowned for their cutting edge research, insights, instruction and their practical application of theory to the existing realities of today's business.

MIT Sloan's executive education practice draws heavily from its senior ranks: tenured faculty and senior lecturers. A vast majority of Sloan faculty offer applied expertise through their work with the industry or their own entrepreneurial endeavors. Below is a tentative sample list of faculty who may participate in the delivery of this program.



Michael Cusumano

Professor of Technological Innovation, Entrepreneurship, and Strategic Management and Engineering Systems

Michael A. Cusumano is the Sloan Management Review Distinguished Professor of Management at the Massachusetts Institute of Technology's Sloan School of Management. Previously he held a joint appointment in the MIT Engineering Systems Division. During 2016-17, he has been on leave and serving as Vice President and Dean at the Tokyo University of Science. Professor Cusumano specializes in strategy, product development, and entrepreneurship in computer software as well as automobiles and consumer electronics. He has recently taught Software & Internet Entrepreneurship as well as Advanced Strategic Management



Steve Eppinger

Professor of Management Science and Engineering Systems

Steve Eppinger's research efforts are applied to improving product design and development practices. He also teaches MIT's executive programs in the area of product development and innovation. He has received numerous awards for teaching excellence in management education. He has co-authored a widely used textbook entitled, Product Design and Development, and is the author of more than 40 articles. Eppinger has consulted for or conducted research with more than 50 firms globally.



Nelson Repenning

Professor of System Dynamics and Organization Studies

Nelson Repenning's work focuses on understanding the factors that contribute to the successful implementation, execution and improvement of business processes. He has received numerous research and teaching awards and his current interests focus on the connection between efficient internal operations and effective strategic positions.



Sanjay Sarma

Professor of Mechanical Engineering

Sanjay Sarma is the first Dean of Digital Learning at MIT. He co-founded the Auto-ID Center at MIT and developed many of the key technologies behind the EPC suite of RFID standards now used worldwide. He was also the founder and CTO of OATSystems, which was acquired by Checkpoint Systems (NYSE: CKP) in 2008. He serves on the boards of GS1, EPCglobal, and several startup companies including Senaya and ESSESS. Dr. Sarma received his Bachelors from the Indian Institute of Technology, his Masters from Carnegie Mellon University, and his PhD from the University of California at Berkeley.



MIT SLOAN PROGRAM DIRECTOR

VENUE

The program will be held
at MIT Sloan's landmark, 209,000 square-foot,
multi-purpose management center
opened in Fall 2010.

Designed to promote collaboration, the new building connects people and ideas to transform the way we learn, interact and live. The building is at the cutting edge architectural and operational capability: it leads the country in sustainable design and operations features. The structure includes multiple conference rooms, study areas, atriums, social spaces, outdoor spaces and dedicated executive education facilities. Participants will reside at a nearby hotel, a 5-minute walk from the Executive Education Center.

"The MIT Sloan School of Management is delighted with our continuing engagement with CMMU and the participants in the SIBA program."

The leaders from industry, government and the professions who have come to MIT Sloan in past years have greatly impressed us with their knowledge, commitment and skills. It is my pleasure, on behalf of the faculty here, to say how much we are looking forward to welcoming another such group in 2020, and to continuing to build our relationship with CMMU and Thailand."

John Akula

Faculty Director
MIT Sloan School of Management
Massachusetts Institute of Technology





CERTIFICATE

Participants who complete the program will be awarded two certificates: a CMMU program completion certificate and an MIT Sloan School of Management program completion certificate.

FEE&PAYMENT

The enrollment fee of Baht 740,000 per applicant covers tuition, program materials, for all sessions in Thailand and USA, as well as transportation and accommodation at The Boston Marriott Cambridge hotel in USA. Please note that each participant will be responsible for their own travel arrangements and airfare (Bangkok-Boston-Bangkok).

GROUP
3-5 PERSONS

DISCOUNT
10%

GROUP
6-10 PERSONS

DISCOUNT
12%

GROUP
11-15 PERSONS

DISCOUNT
15%



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To send your application or for more information, please contact:

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