



CCI France Japan Training

GLOBAL MANAGER PROGRAM 2019

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Supported by



German Chamber of Commerce
and Industry in Japan
在日ドイツ商工会議所

PROGRAM KEY FACTS

Program audience :

High potential executives with current or future management role

Dates :

5 x 2-day modules over 5 months February-June 2019

Location :

French Chamber of Commerce and Industry in Japan

Address : 5-5 Rokubancho, Chiyoda-ku, Tokyo 102-0085

Number of participants : 12 to 18

Language : English

Sign-up : before December 14th 2018

Price : CCIFJ members 800,000 JPY (excl. tax)/person

Non-members 1,200,000 JPY (excl. tax)/person



PROGRAM OVERVIEW

The French Chamber of Commerce in Japan is proud to present its Global Manager Program for 2019.

This program is designed for managers and team leaders to help them grow into their new role or strengthen their existing cross-functional skills.

By teaching the fundamentals of general management with a focus on innovative thinking and digital disruption, this 5 module program will provide high potential executives with the practical tools to support and drive their company through a changing economy.

The program will be delivered in English by multi-national professors from the prestigious ESSEC Business School. A certificate will be delivered by ESSEC upon completion of the program.

SCHEDULE 2019

- Module 1 : Leadership, Mentoring & Employee Development
February 25-26
- Module 2 : Design Thinking
March 14-15
- Module 3 : Financial Analysis for Value Creation
April 15-16
- Module 4 : Marketing Strategy
May 23-24
- Module 5 : Innovative Business Models
June 10-11

Module 1 Leadership, Mentoring & Employee Development

A key element of leadership in the 21st Century is personal development for both team leaders and team members. Personal development is a necessary component of a company's efforts to improve quality, retain key employees, and meet the challenges of a global workplace. The developmental interpersonal interactions between employees or between managers and employees sets the stage for mutual growth and positive individual and organizational outcomes.

In Leadership, Mentoring & Employee Development, program participants will reflect upon their own leadership and mentoring styles, and learn about the diversity in development approaches, and assess their own strengths and styles as a coach/mentor, through group exercises and role plays, theoretical frameworks, and case study analyses.

Dates : 25 & 26 February 2019, from 9am to 5pm

Topics Covered

Day 1: Identifying leadership preferences • Understanding Developmental Needs & Styles
Day 2: Reframing Employee Development • Benefits and Costs of Employee Development

Lecturer Information



Professor Junko Takagi

- ESSEC Business School, France
- Management Department
- Chair of Leadership & Diversity

Academic Qualifications

- Ph.D. and AM – Stanford University, USA
- MA – University of British Columbia, CANADA
- BA – Tokyo University of Foreign Studies, JAPAN

Talking Points/Research Interests

- Leadership and Organization change
- Gender and Ethnicity
- Diversity disruption



Module 2 Design Thinking

The most innovative companies in the world know how to successfully navigate the challenge of developing new ideas, solutions, and products and managing the successful implementation of these innovations. Innovation requires finding original insight, skillfully translating these insights into testable prototypes, and carefully combining and refining prototypes into an innovative solution.

To this end, innovative companies such as Samsung, Xiaomi, Dropbox, and Pixar will be examined to understand real-world application of using a design thinking approach to innovation, as well as the Customer Contact Center at Toyota (Japan), B2B Customer Engagement at 3M (US), Scaling Design Thinking Competency at Intuit (US), Industry Collaboration in Financial Services amongst Retail Banks (France).

Participants will also be introduced to the notion of sticky ideas and how to effectively pitch their newly discovered innovations and new ideas to their sponsors or key stakeholders. This module will integrate a hands-on simulation for best results through actionable learning.

The goal of the Design Thinking approach to identifying value creation opportunities. Design thinking is a systematic approach to creative problem-solving to generate new solutions that are better than the best solutions today.

Design thinking involves three stages: finding the right problem, generating a good variety of possible solutions to the problem, deciding which solutions to develop into the best possible solution.



Dates : 14 & 15 March 2019, from 9am to 5pm

Topics Covered

Day 1: Introduction to Design Thinking • Effective Brainstorming • Prototyping Brainstorming
Day 2: Pitching Good Ideas • Agile Methodology • Lean Startup

Lecturer Information



Professor Kevyn Yong

- ESSEC Business School, Asia Pacific
- Associate Dean, Executive Education, ESSEC Business School
- Management Department

Academic Qualifications

- Ph.D. in Management – Cornell University, USA
- MSc in Management and Business Policy - Cornell University, USA
- Ed.M. in Mind, Brain & Education – Harvard University, USA
- B.Soc.Sci. in Psychology – National University of Singapore, SINGAPORE
- B.A. in Psychology and Philosophy – National University of Singapore, SINGAPORE

Talking Points/Research Interests

- Entrepreneurship and Innovation
- Creativity and Design Thinking
- Strategy and Leadership

Module 3 Financial Analysis for Value Creation

Understanding financial information is a critical leadership competency for managers, who are being challenged like never before to achieve better business results.

Executives will be introduced to the nature and structure of financial information to lay the foundation for more productive use of such information. The interrelation of financial information will be emphasized via common financial statements and their elements.

Building on the foundational knowledge on financial information introduced, an analytical framework will be introduced. This framework provides executives with perspectives and tools to manage their business with the aim of value creation.

Finally, program participants will be given the opportunity to apply insights from earlier modules by engaging in a multi-stage simulation game. Executives are required to make a series of corporate decisions to manage company's growth with the aim of enhancing its value.

Dates : 15 & 16 April 2019, from 9am to 5pm

Topics Covered

Day 1: Financial Information Walkabout • Financial Analysis Framework and Tools - Introduction
Day 2: Financial Analysis Framework and Tools – Extensions and Applications

Lecturer Information



Professor Ping-Sheng Koh

- ESSEC Business School, Asia Pacific
- Accounting and Management Control Department

Academic Qualifications

- CPA (Australia)
- Associate, CFE
- Ph.D. in Accounting – University of Tasmania, AUSTRALIA
- B.Com., First Class Honors - University of Tasmania, AUSTRALIA
- B.Com. - University of Melbourne, AUSTRALIA

Talking Points/Research Interests

- Corporate Disclosure
- Corporate Governance and Corporate Social Responsibility
- Earnings Management and Financial Frauds

Module 4 Marketing Strategy

This session introduces the fundamentals of brand management and how they are practiced today. Although implementation of marketing programs is undergoing a massive transformation from conventional to digital media, the underlying principles of consumer driven marketing remain essentially the same; we will discuss how to build strong brands and how great marketing, including digital marketing, is driven by a sound understanding of consumer segmentation and distinctive product benefits. We will also discuss pricing biases that influence consumer perceptions, and the rules that help business adapt their pricing strategies and monetize innovation.

The module will also examine digital marketing strategy, implementation and executional considerations for B2C and B2B brands and provides a detailed understanding of all digital channels and platforms. The course will develop a strategic framework for planning and analyzing digital marketing strategies.

Dates : 23 & 24 May 2019, from 9am to 5pm

Topics Covered

Day 1: Branding • Consumer Insights • Pricing
Day 2: Digital Marketing for B2B & B2C

Lecturer Information



Professor Sonja Prokopec

- ESSEC Business School, Asia Pacific
- Marketing Department
- LVMH Chaired Professor, Luxury Brand Management

Academic Qualifications

- Ph.D. in Marketing – University of Houston, USA
- MBA – University of Central Florida, USA
- B.Sci. in Business Administration, Marketing – University of Central Florida, USA

Talking Points/Research Interests

- Luxury/Premium Brand Management
- Digital Marketing
- Consumer Insights

Module 5 Innovative Business Models

Google, Facebook, Apple, Amazon, Uber, and Airbnb all have something in common. They operate digital platform business models. The rules of doing business are radically different from the ones used by traditional businesses. As most platforms operate asset-light business models, they can scale businesses at an unprecedented pace. In just a few years, many industries have been reshaped by the emergence of platforms. More than ever, it is a necessity for executives to understand the fundamentals of platform thinking.

Innovative Business Models aims at equipping participants with the latest thinking, concepts, and tools to design platforms business models and ecosystem strategies. A number of successful business cases from different industries will be discussed. The sessions will be interactive with hands-on exercises.

Dates : 10 & 11 June 2019, from 9am to 5pm

Topics Covered

Day 1: Business Model Innovation

Day 2: Platform Business Models and Ecosystem Strategy

Lecturer Information



Professor Jan Ondrus

- ESSEC Business School, Asia Pacific
- Associate Dean of The Faculty
- Information Systems, Decision Sciences and Statistics (IDS) Department
- Chair of Networked Business Models

Academic Qualifications

Ph.D. in Information System – HEC Lausanne, SWITZERLAND

MSc in Information System, HEC Lausanne, SWITZERLAND

Talking Points/Research Interests

Digital Business Model and Innovation

Electronic/Mobile Business & Mobile Payments

Digital Platform & Ecosystem Strategy

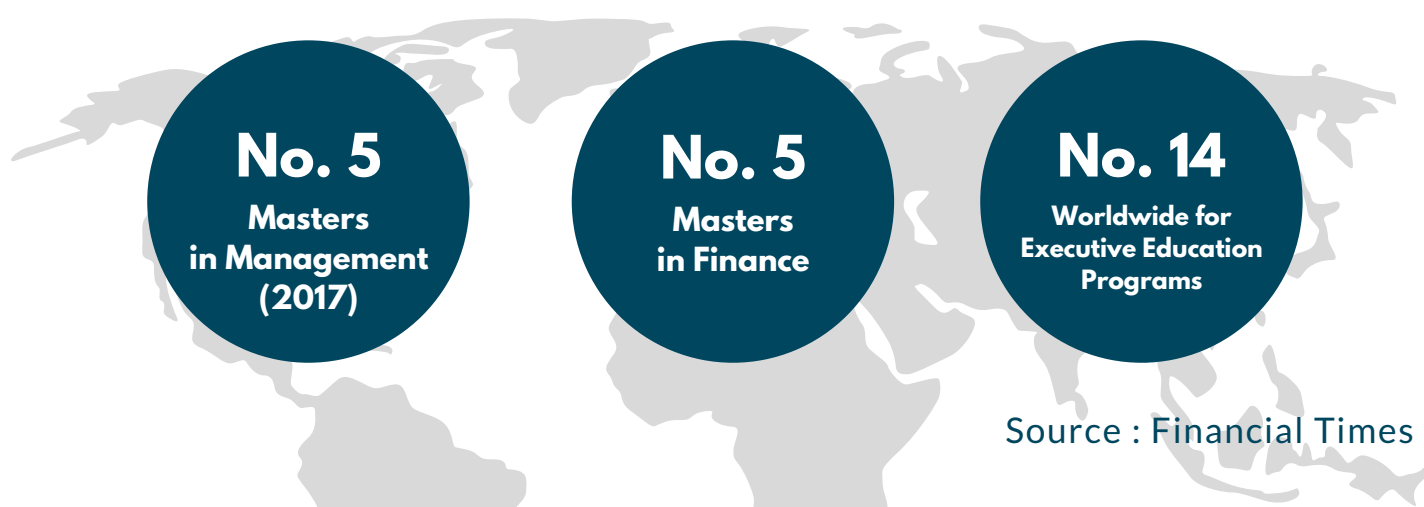
ESSEC Business School Ranking & Accreditations

CREATED IN 1907, ESSEC BUSINESS SCHOOL IS AN ACADEMIC INSTITUTION OF EXCELLENCE WHICH THROUGHOUT ITS HISTORY HAS BEEN CHARACTERIZED BY ITS PIONEERING SPIRIT.

In both full-time education and executive education, ESSEC proposes a wide range of programs to all those wanting to obtain an extraordinary learning experience, strengthen their talent, express their leadership and become truly high-level managers.

A centennial institution with a wide network of academic and corporate partners throughout the world, ESSEC has opted to focus its strategic development on three principles: innovation, involvement and internationalization which compose the three axes of the ESSEC 3i strategy that will be implemented from here until 2020.

Industry Rankings 2018



Accreditation Bodies

Triple Crown Accredited Business School



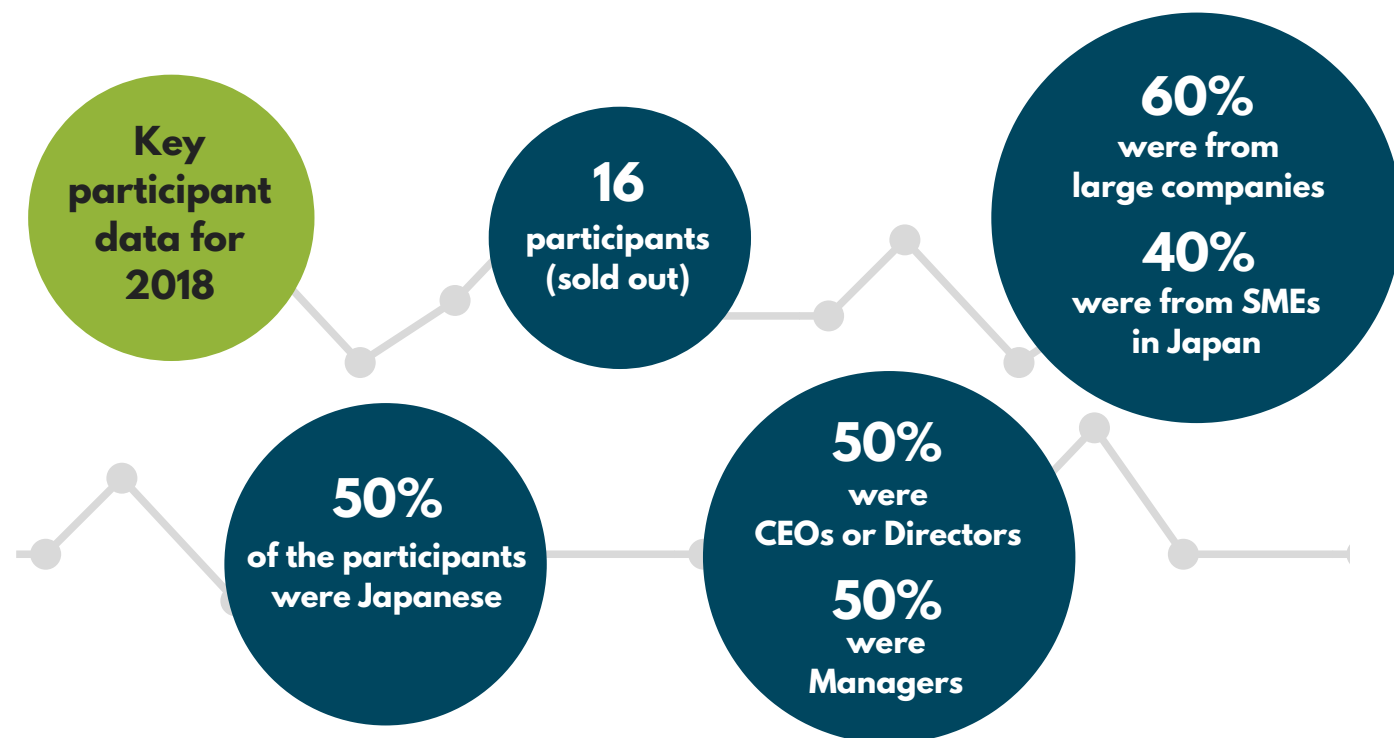
Government Ministry



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RÉPUBLIQUE FRANÇAISE

Past Global Manager Program sessions - Participants -

The French Chamber of Commerce has been running a Global Manager Program successfully since 2013. 2019 will mark the second year we do it with ESSEC Business School.



Functions : General Management, Sales/Marketing, HR, Brand Management, R&D, Purchasing, Consulting...

Industries : Insurance, Automotive, NGO, Consumer goods, Luxury, Chemical industry, Agro/Food, Pharmaceuticals, Consulting...

Participating companies:

Aeroedge	Faurecia	PMC
AGC Ceramics	French F&B	Puratos
Air Liquide	Groupe SEB	Richemont
Alcatel-Lucent	Kawasaki Machine Industry	Rougié
Arkema	Lutosa	S.T. Dupont
AXA	La Maison Du Chocolat	Safran Helicopter Engines
B4F KK (Milleporte)	Mag-Isover (Saint-Gobain)	Saint-Gobain
BNP Paribas Cardif	Médecins Du Monde	Sames Technologies
Bolloré Logistics	Médecins sans Frontières	Sanofi
Canberra	Merial	Solvay
Camso	Mikado Kyowa Seed	Sopexa
Cross Business Producers	Nicomatic	Souriau
EMP	Nihon Michelin Tire	The Swatch Group
	Nippon Solvay	Union Liquors
	Passot	Veolia
	Pernod Ricard	Wendel

- Testimonials -

“ Enriched with numerous case studies and delivered by highly qualified teachers, each module covers one aspect of the core competencies required from any good manager.... Altogether a great training that will benefit all profiles! “

*Thomas GATEAU, GMP 2017 participant
Program Manager, Interior Systems, Faurecia Japan K.K.*

“This program is really well designed. It is not just to learn the methods / techniques to be a good manager...I believe that you will change your mindset, and have a wider vision after this program, as I have.”

*Kazuyuki HIGASHINAKA, GMP 2017 participant
Vice President, Research and Development Japan, Nihon Michelin Tire Co. Ltd*

“There is a good mix of participants. The participants of GMP consist of half Japanese and the other half non-Japanese, which I liked the most. Digital has changed everything. So, to update your understanding especially on strategy and marketing, I think GMP is a good place to learn quickly”

*Tastuya FUJIEDA, GMP 2018 participant
Head of Human Resources and General Affairs, Group SEB Japan Co. Ltd*

"What I liked the most in the Global Manager Program is very good tutors, very interesting contents set up, plus also I think the size of the class is very good."

*Martin GORDIAN, GMP 2018 participant
Brand Director, TISSOT Division, The Swatch Group (Japan) KK*




Deadline for registration

Friday 14th December 2018


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