


CCI France Japon Training

# GLOBAL MANAGER PROGRAM 2020

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Chuo-ku 103-0023 Tokyo

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## PROGRAM KEY FACTS

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**Program audience :**

High potential executives with current or future management role

**Dates :**

5 x 2-day modules: September -December 2020

**Location :**

French Chamber of Commerce and Industry in Japan  
Address : Nihonbashi Honcho YS Building  
2-2-2 Nihonbashi Honcho  
Chuo-ku 103-0023 Tokyo

**Number of participants :** 10 to 24

**Language :** English

**Sign-up :** July 10, 2020

**Price :** CCIFJ members 800,000 JPY (excl. tax)/person  
Non-members 1,200,000 JPY (excl. tax)/person



## PROGRAM OVERVIEW

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The French Chamber of Commerce in Japan is proud to present its Global Manager Program for 2020.

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.

## PROGRAM 2020

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Module 1 : Design Thinking  
September 3-4

Module 2 : Innovative Business Models  
October 15-16

Module 3 : Financial Analysis for Value Creation  
November 19-20

Module 4 : Marketing Strategy  
November 30 - December 1

Module 5 : Leadership, Mentoring & Employee Development  
December 17-18

# Module 1 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, Dropbox, Apple, Pixar and the San Francisco Opera 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 exercise 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 : 3-4 September, from 9:30 am to 5:30 pm**

## Topics Covered

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

## Lecturer Information



### Professor Sen Chai

- ESSEC Business School, France
- Management Department

### Academic Qualifications

- DBA in Technology and Operations Management – Harvard Business School, USA
- M.S. in Management Science and Engineering – Stanford University, USA
- B.Eng in Electrical Engineering – McGill University, CANADA

### Talking Points/Research Interests

- Creativity and Innovation Management
- Commercialization of Science and Entrepreneurship
- Technology Strategy

## Module 2 Innovative Business Models

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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 : 15-16 October, from 9:30 am to 5:30 pm**

### Topics Covered

Day 1: Business Model Innovation

Day 2: Platform Business Models and Ecosystem Strategy

## Lecturer Information

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### Professor Jan Ondrus

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

### Academic Qualifications

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

MSc in Information Systems, HEC Lausanne, SWITZERLAND

### Talking Points/Research Interests

Digital Business Models and Innovation

Electronic/Mobile Business & Mobile Payments

Digital Platforms & Ecosystem Strategy

## Module 3 Financial Analysis for Value Creation

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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 : 19-20 November, from 9:30 am to 5:30 pm**

### 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

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### 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

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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 : 30 November - 1 December, from 9:30 am to 5:30 pm**

### Topics Covered

Day 1: Branding • Consumer Insights • Pricing

Day 2: Digital Marketing for B2B & B2C

## Lecturer Information

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### 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 Leadership, Mentoring & Employee Development

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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 : 17-18 December, from 9:30 am to 5:30 pm**

### Topics Covered

Day 1: Identifying leadership preferences • Understanding Developmental Needs & Styles

Day 2: Reframing Employee Development • Benefits and Costs of Employee Development

## Lecturer Information

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### 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





# 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

**No. 3**  
Top Master  
in Management  
2019

**No. 5**  
Best Master  
in Finance  
2019

**No. 5**  
Executive  
Education  
2019

Source : Financial Times

## Accreditation Bodies

## Triple Crown Accredited Business School



## Government Ministry



# Global Manager Program sessions

## - Participants -

The French Chamber of Commerce has been running a Global Manager Program successfully since 2013. 2020 will mark the third year we do it with ESSEC Business School.



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

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

### Participating companies:

Aeroedge	Faurecia	Pierre Fabre
AGC Ceramics	French F&B	PMC
Air Liquide	Groupe SEB	Puratos
Alcatel-Lucent	H.E.F. Durferrit	Richemont
Arkamys	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
Biomerieux	Médecins Du Monde	Sames Technologies
BNP Paribas Cardif	Médecins sans Frontières	Sanofi
Bolloré Logistics	Merial	Solvay
Canberra	Mikado Kyowa Seed (Limagrain)	Sopexa
Camso	Nichifutsu Boeki	Souriau
Cross Business Producers	Nicomatic	The Swatch Group
EMP	Nihon Michelin Tire	Union Liquors
	Nippon Solvay	Veolia
	Passot	Wendel
	Pernod Ricard	

## - Testimonials -

"I learned a method to organize my thoughts, for example, I can use framework of business planning in my job to consider ideas. I also feel more confident in Finance.

Cross-learning among the participants from different industries was very beneficial. We still stay in contact."

*Kei NARUMI, GMP2019 participant*

*Product Manager, Marketing, Mikado Kyowa Seed CO.,LTD*

"Each module takes 2 days which gave us enough time to deepen the topic.

Especially, I found Design Thinking module very interesting, the way how lecturer teach was great!"

*Junko AKIYAMA, GMP2019 participant*

*Director-General Manager, Business Support Development, Nichifutsu Boeki K.K.*

"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*

# Global Manager Program

## Deadline for registration

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July 10, 2020

## Contacts

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French Chamber of Commerce and Industry in Japan  
Member services (Training)

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