

GLOBAL MANAGER PROGRAM



CCI FRANCE JAPON
TRAINING

20
22

GLOBAL MANAGER PROGRAM

20
22

MODULES

TALENT MANAGEMENT AND INCLUSIVE LEADERSHIP

APRIL 18, 19, 21 and 22, 2022 (2 p.m. - 6 p.m.)

INNOVATIVE BUSINESS MODELS

MAY 16 and 17, 2022 (10 a.m. - 6 p.m.)

MARKETING STRATEGY

MAY 30 and 31, 2022 (10 a.m. - 6 p.m.)

FINANCIAL ANALYSIS FOR VALUE CREATION

JUNE 9 and 10, 2022 (10 a.m. - 6 p.m.)

DESIGN THINKING

JULY 11 and 12, 2022 (10 a.m. - 6 p.m.)

OUR PROGRAM

CCI France Japon will organize its annual **Global Manager Program** between April and July 2022.

Our five-module program is an efficient way to help both new and experienced managers to get the best of international management skills.

The themes studied are the essentials of an MBA: people leadership skills, innovative thinking, digital transformation, finance and value creation, marketing.

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

KEY FACTS

20
22

INFORMATION

PROGRAM AUDIENCE

High potential executive with current or future management role

DATES

Over 4 months between April and July 2022

LOCATION

At the French Chamber of Commerce or online (hybrid)

LANGUAGE

English

DEADLINE

Sign-up before March 30th, 2022*

**If you seek to register after the date above, please contact training@ccifj.or.jp*

PRICE

- CCIFJ members **700,000 JPY** (tax excluded)

It is also possible to register for one module only:

- CCFIJ members: **200,000 JPY** (tax excluded)

For non-members who wish to register, please contact training@ccifj.or.jp.



**FOR MORE INFORMATION:
TRAINING@CCIFJ.OR.JP**

1. TALENT MANAGEMENT & INCLUSIVE LEADERSHIP

APRIL 18, 19, 21, 22

*half days from 2 to 6 p.m.



Junko Takagi (PhD)
*Chaired Professor of Leadership & Diversity
 ESSEC Business School (France)*

Today's leaders need to develop capabilities to deal with new expectations in an increasingly complex environment.

Participants will appreciate **Dynamics of leadership influence for diversity and cultural integration**, develop self-awareness and skill-sets necessary for strategically persuading and communicating in order to create strong sustainable relationships.

METHODS

- Frameworks
- Case Studies
- Role Plays and Class Discussions

2. INNOVATIVE BUSINESS MODELS

MAY 16, 17



Jan Ondrus (PhD)
*Associate Dean of Faculty
 Associate Professor of Information Systems
 Chair of Digital Disruption
 ESSEC Business School (APAC)*

Google, Facebook, Apple, Amazon, Rakuten, and LINE all have something in common. They operate **Digital Platform Business Models**, which create and capture value in interactive ecosystems.

The **Innovation Business Models** module has the explicit goal of enabling participants to re-imagine, create and transform existing businesses through innovative activities. The objective is to explore innovative practices beyond business-as-usual. Participants will learn to leverage digital technology to create powerful platforms and nurture an inclusive ecosystem to discover new ways of interacting with the market while creating value for all stakeholders.

METHODS

- Examples in B2C and B2B sectors in Japan will be used to illustrate the concepts

3. MARKETING STRATEGY MAY 30, 31

Although marketing strategies are undergoing a massive transformation towards digital media, the underlying principles of consumer driven marketing remain essentially the same.

This session introduces the fundamentals of **Brand Management** and how they are practiced today. We will discuss how to build strong brands and the importance of a sound understanding of consumer segmentation and distinctive product benefits. We will touch on **Pricing Biases** influencing consumer perceptions, and rules that help **business adapt their pricing strategies and monetize innovation**.

The module also examines **Digital Marketing Strategy**, implementation and executional considerations for B2C and B2B brands.

METHODS

- Development of a **Strategic Framework** for planning and analyzing digital marketing strategies

4. FINANCIAL ANALYSIS FOR VALUE CREATION JUNE 9, 10

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

The interrelation of financial information will be emphasized via common financial statements and their elements.

METHODS

- Introduction of the foundational knowledge on financial information
- Introduction of an **Analytical Framework**.

This framework provides with perspectives and tools to manage their business with the **Aim of Value Creation**.

- Apply insights from earlier modules by engaging in a multi-stage simulation game



Sonja Prokopec (PhD)
LVMH Chair Professor - Luxury
Brand Management
ESSEC Business School (APAC)



Ping-Sheng Koh (PhD)
Professor of Accounting and
Management Control
ESEC Business School (APAC)

5. DESIGN THINKING JULY 11, 12



Eric Saint-Andre
Design Thinking
Consultant
*Innovation Architect,
Business Design Coach,
Strategy Facilitator*

The most innovative companies in the world know how to successfully navigate the challenge of developing new ideas, solutions, and products.

The goal of the Design Thinking approach is to **identifying value creation opportunities**. It is a systematic approach to creative problem-solving to generate new solutions. Participants will 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.

METHODS

- Examination of innovative companies to understand application of using a **Design Thinking Approach** to innovation and its application in the **Japanese context**.
- Hands-on exercises for best results through Actionable Learning.

ESSEC BUSINESS SCHOOL BRAND MANIFESTO

Rankings in Asia



#1 Master in Management

#1 Master in Finance



#1 Master in Strategy & Management of International Business

#3 Global MBA

Enlighten. A signature that reflects ESSEC's humanist calling, reaffirming the central place of knowledge and its transmission as a prerequisite for taking action.

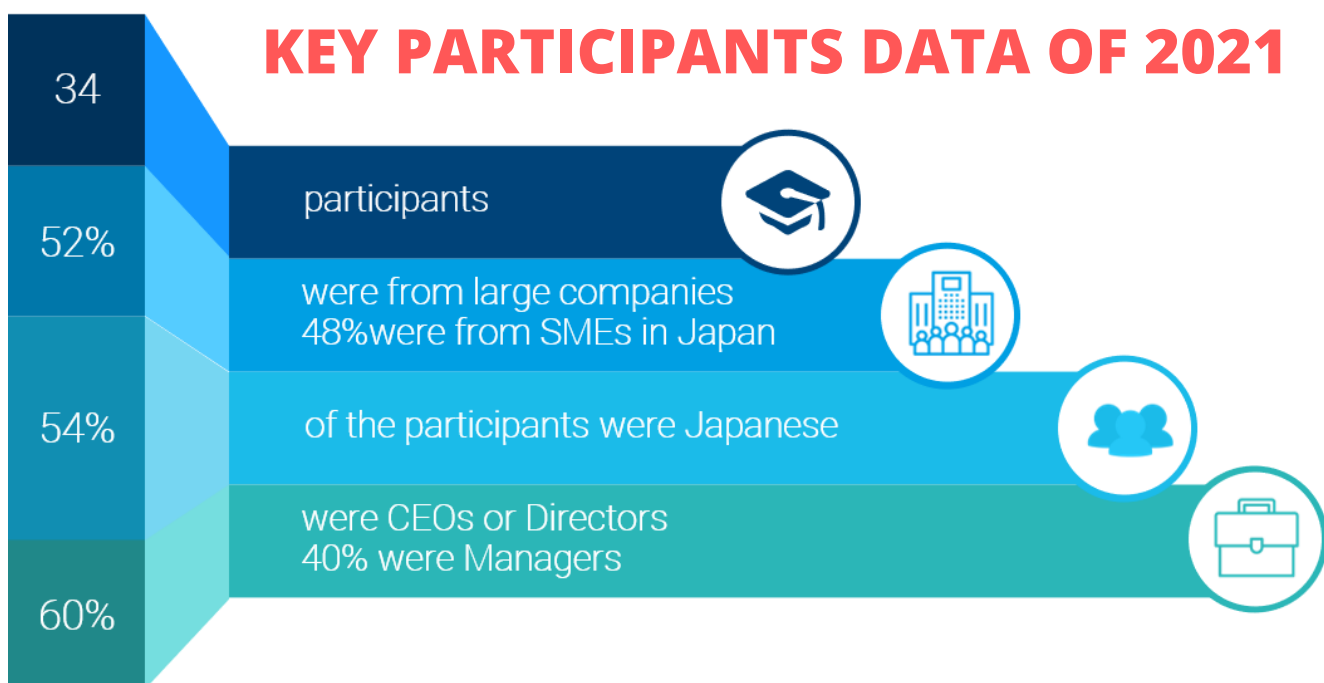
Lead. A signature that asserts ESSEC's mission to be an inspiring business school capable of initiating and guiding change and making change more meaningful.

Change. A signature that responds to society's deep-rooted need for change, and that establishes ESSEC and its stakeholders as agents of this change by supporting companies in their ambition to reconcile value creation and commitment to the common good.

Global Manager Program sessions Participants

The French Chamber of Commerce has been running a Global Manager Program successfully since 2018.

2022 will mark the fourth year we launch 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	Cross Business Producers	Médecins sans Frontières	Rougié
AGC Ceramics	Danone	Merial	S.T. Dupont
Air Liquide	Deniau	Mikado Kyowa Seed (Limagrain)	S.T. Dupont
Alcatel-Lucent	EMP	Nichifutsu Boeki	Safran Helicopter Engines
Arkamys	Faurecia	Nicomatic	Saint-Gobain
Arkema	French F&B	Nihon Michelin Tire	Sames Technologies
AXA	Groupe SEB	Nippon Solvay	Sanofi
B4F KK (Milleporte)	H.E.F. Durferrit	Orano	Solvay
Biomerieux	Kansai Airport	Passot	Sopexa
BNP Paribas Cardif	Kawasaki Machine Industry	Pernod Ricard	Souriau
Bolloré Logistics	Lutosa	Petits Bateaux	The Swatch Group
Canberra	La Maison Du Chocolat	Pierre Fabre	Technia
Camso	Mag-Isover (Saint-Gobain)	PMC	Union Liquors
Cardif Assurance Vie Japan	Manufactures des Tentes Cabanon	Puratos	Veolia
Chanel	Médecins Du Monde	Richemont	Wendel