

Global Manager Program 2018

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 2018*

Location: *CCIFJ Yotsuya, Tokyo, Japan*

Number of participants: *16 maximum*

Language: *English*

Sign-up: *before December 15th 2017*

Price: *650,000 JPY (excl. tax) / person for CCIFJ members, 850,000 JPY (excl. tax)/ person for non-members*

— Program overview —

The French Chamber of Commerce in Japan is proud to present its new Global Manager Program for 2018.

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:

- **Module 1: Innovative Business Models** - 26-27 February 2018
- **Module 2: Design Thinking** - 26-27 March 2018
- **Module 3: Financial Analysis for Value Creation** - 23-24 April 2018
- **Module 4: Marketing Strategy** - 10-11 May 2018
- **Module 5: Mentoring and Employee Development** - 07-08 June 2018

Note (19 October 2017): the order of the modules has been changed but the dates remain the same

The program will be delivered in English by multi-national elite professors from the prestigious ESSEC Business School and is limited to 16 participants. A certificate will be delivered by ESSEC upon completion of the program.

Module 1: Innovative Business Models



Lecturer Information:

Professor Jan Ondrus

- ESSEC Business School, Asia Pacific
- Associate Professor, 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

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: March 26-27, 2018, from 9am to 5pm

Topics Covered

Day 1: Business Model Innovation

Day 2: Platform Business Models and Ecosystem Strategy

Module 2: Design Thinking

The goal of the Design Thinking approach is to identify value creation opportunities. Design thinking is a systematic approach to creative problem-solving in order 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.

Companies such as Samsung, Xiaomi, Dropbox, and Pixar will be examined to understand real-world application of design thinking principles, 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.

Dates: February 26-27, 2018, from 9am to 5pm

Topics Covered

Day 1: Introduction to Design Thinking • Prototyping • Effective Brainstorming

Day 2: Pitching Good Ideas • The Art of Storytelling



Lecturer Information:

Professor Kevyn Yong

- ESSEC Business School, Asia Pacific
- Dean, ESSEC Business School, Asia-Pacific
- Associate Professor, 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



Lecturer Information:

Professor Ping-Sheng Koh

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

Academic Qualifications

- CPA Australia
- Ph.D. in Accounting – University of Tasmania, AUSTRALIA
- B.Comm., First Class Honors - University of Tasmania, AUSTRALIA
- B.Comm. - University of Melbourne, AUSTRALIA

Talking Points/Research Interests:

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

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 your 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: May 10-11, 2018, 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

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 great marketing, including digital programming, is driven by a sound understanding of consumer segmentation and distinctive product benefits.

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. From the web to mobile, email to apps, social media and user generated content, the course will develop a strategic framework for planning and analyzing digital marketing strategies.

Dates: April 23-24, 2018, from 9am to 5pm

Topics Covered

Day 1: Branding • Consumer Insights

Day 2: Digital Marketing for B2B & B2C



Lecturer Information:

Professor Sonja Prokopec

- ESSEC Business School, Asia Pacific
- Associate Professor, 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 Brand Management
- Digital Transformation
- Clienteling

Module 5: Mentoring & Employee Development

Employee development is a necessary component of a company's efforts to improve quality, retain key employees, and meet challenges of a global workplace. Employee commitment and retention is directly related to development activities which show that the company is investing in the employee's skill development, and developing managers who create a positive work environment. The developmental interpersonal interactions between employees or between managers and employees sets the stage for mutual growth and positive individual and organizational outcomes.

In Mentoring & Employee Development, through frameworks, case studies, role plays, program participants will learn about the diversity in adult learning and development approaches, assess their own strengths and styles as a coach/mentor, and learn to identify mentoring needs in self and others.

Dates: June 07-08, 2018, from 9am to 5pm

Topics Covered

Day 1: Reframing Employee Development • Understanding Developmental Needs & Styles

Day 2: Matching Mentors to Mentees • Benefits and Costs of Employee Development



Lecturer Information:

Professor Junko Takagi

- ESSEC Business School, France
- Associate Professor, Management Department
- Co-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 2017



- #5** Masters in Management
- #3** Masters in Finance (Pre-Experience)
- #24** Worldwide for Executive Education Programs

Accreditation Bodies



Government Ministry



Global Manager Program 2018



Venue

- **French Chamber of Commerce and Industry in Japan CCIFJ,**
Iida Bldg. 2F, 5-5 Rokubancho,
Chiyoda-ku, Tokyo 102-0085

Tuition fees

- CCIFJ members: **650,000 JPY** (tax excluded) per participant
Non-members: **850,000 JPY** (tax excluded) per participant
The price includes: training fees, educational material, coffee breaks and lunches
- Deadline for registration:
Friday 15th December 2017

Contact

Valérie CONXICOEUR

Tel: 03 3288 5447

Fax: 03 3288 9558

E-mail: v.conxicoeur@ccifj.or.jp

Yasuko YOKOYAMA

Tel: 03 6821 1003

Fax: 03 3288 9558

E-mail: y.yokoyama@ccifj.or.jp