



The Executive Program on Corporate Management (EPCM)

For enhancing practical management capabilities

5 - 16 July 2010 (Two weeks)

at AOTS's Tokyo Kenshu Center (TKC) (To be determined)

Course Objectives

By participating in this program, participants will be able to:

- (1) Learn perspectives to reform/strengthen the structure of a company using the management examples of Japanese companies, and
- (2) Enhance their capabilities as executives through discussions on corporate philosophy and strategy.

Target Participants

Senior executives

Language

All lectures and visits will be conducted in English or Japanese with translation into English.

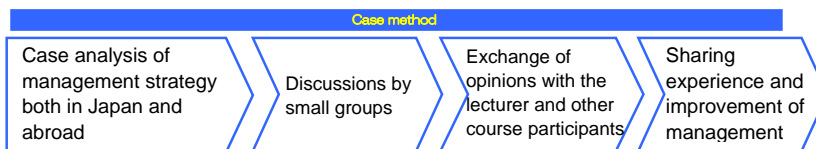
Course Features: unique cases presented by leading lecturers

One of the characteristics of the course is the inclusion of many participative sessions using a unique case method.

$$\text{Regular lecture sessions} + \text{Case method} = \text{EPCM}$$

Course Design

Participants will be divided into several groups to analyze and hold discussions on a topic given by the lecturer. The lecturer will introduce case studies on managerial strategies, business development of a company, etc. Then there will be an overall discussion with all course participants and the lecturer. The discussion will offer a great opportunity for participants to exchange their opinions with other members from different countries under the guidance of their lecturer. The effectiveness of this session has been proved by positive evaluations given by past participants.



— Part of the participation expenses will be covered by subsidy from the Japanese government —

Tentative Schedule

Date	Morning Session		Afternoon Session	
July 5 (Mon.)	Orientation/Opening		Lecture: Overview of Japanese Economy	Guidance for Final Report Presentation
6 (Tue.)	Case Study: Marketing Strategy			
7 (Wed.)	Case Study: Production and Operation Management			
8 (Thu.)	Case Study: Personnel Management and Human Resource Development			
9 (Fri.)	Case Study: Management Policy and Management Strategy			
10 (Sat.)	Day off			
11 (Sun.)				
12 (Mon.)	Study tour	Case Study: Management Strategy -1		
13 (Tue.)		Case Study: Management Strategy -2		
14 (Wed.)		Case Study: Management Strategy -3		
15 (Thu.)	Case Study: Financial Management			
16 (Fri.)	Special Lecture by Japanese Corporate Executive		Final Report Presentation Evaluation of the Program/Closing Ceremony	

Visit http://www.aots.or.jp/eng/t_prg_j/management/fy/2010/management.html for the Program Outline and Participation Requirements

Closing date for application: **5 April 2010**

(Applications may be accepted even after this date if places are still available.)