



## “NIDA-Wharton Executive Leadership Program” - 7

โครงการฝึกอบรมสำหรับผู้บริหารระดับสูง:

NIDA-Wharton Executive Leadership Program รุ่นที่ 7 (ประจำปี 2557)

Apply now until *August 31st, 2014*

โดย



ศูนย์นวัตกรรมทางธุรกิจ คณะบริหารธุรกิจ  
สถาบันบัณฑิตพัฒนบริหารศาสตร์

## Program Objectives and Overview

The NIDA-Wharton Executive Leadership Program provides senior executives from Thailand and the Southeast Asian region with senior-level perspectives in organizational leadership and strategy that are necessary for managing businesses successfully in today's global economy.

Through close interaction with Wharton's world-renowned faculty members and with regional leaders in business administration from the NIDA Business School, the students will have the opportunity to learn about cutting-edge conceptual frameworks and also understand their applicability to the private and public sectors.

The first several sessions of the program will be held in Bangkok (for 6 days). The participants then proceed to the University of Pennsylvania, where they spend five days (for 5 days) at the internationally acclaimed Wharton School. Prior to going to Wharton, participants spend time, individually, preparing the pre-work for the Philadelphia portion of the program. The program is designed to address two key themes that continually challenge global business leaders — leadership and strategy.

## Target Group

-The program is targeted towards senior and upper-middle managers with responsibility for strategy formulation and execution.

## Program Faculty

The program will be delivered by faculty experts from NIDA and the Wharton School of the University of Pennsylvania. Wharton faculty members are at the cutting-edge of research in their respective fields and have many publications and are also widely cited. Faculty members selected for this program have significant experience in dealing with groups of senior executives from leading companies across the Asian region and the globe, thus bringing the wealth of their rich practical experiences into the classroom.

### John Percival

Dr. John Percival is currently CEO of JRP Associates and an Adjunct Professor of Finance at the Wharton School of the University of Pennsylvania. John has been at Wharton since 1971. He has previously held the positions of Assistant Professor, and Associate Director and Associate Vice Dean of the MBA Program. He received his BA, MBA, and Ph. D. degrees from the State University of New York at Buffalo.

Dr. Percival has been very active in developing and teaching in executive education programs. At Wharton, he has been the Finance Area Coordinator for the Advanced Management Program and the Academic Director for the Creating Value Through Financial Management Program and the Co-Director for the Integrating Finance and Marketing Program. John developed the finance module for the Wharton Direct distance-learning program.

John has developed programs for GE Capital, Pitney Bowes, IBM, Fiat, Chubb, Hartford, American Skandia, Sun Life, Siam Cement, Scientific Atlanta, Ford and Bankers Trust and many other companies. He has participated in executive education programs at Carnegie-Mellon, Columbia, University of Cape Town, E.O.I. (Madrid, Spain), INSEAD (Fontainebleau, France), Nomura School of Advanced Management (Tokyo, Japan), I.E.S.A. (Caracas, Venezuela), I. B. M. E. C. (Rio de Janeiro, Brazil), I.B.O. (Zeist, Netherlands), I.P.A.D.E. (Mexico City) and the Stockholm School of Economics. He has also consulted to organizations in both the public and private sectors. He has authored or co-authored articles in publications such as the Journal of Financial and Quantitative Analysis, the Journal of Economics and Statistics, the Journal of Risk and Insurance, the Financial Times, and Wharton on Emerging Technologies among others. He is a member of the American Finance Association and the Financial Management Association.

### **Anil Kapur**

Anil has over 30 years experience in strategy development and operational improvement. He has worked across multiple industries and geographic regions, including financial services, energy, steel, chemicals and petrochemicals, infrastructure and defense sectors. Prior to starting his own consulting firm, Anil was at The World Bank, Citibank, and McKinsey & Company advising countries and multinational corporations on improving competitiveness and creating a vibrant private sector. His skills lie in Global Strategic Planning, Turnaround Management, Cross-border Mergers & Acquisitions, P&L Responsibility, Competitiveness and Corporate Governance.

Anil completed a Masters in Business Administration (MBA) from the Wharton Business School, University of Pennsylvania, 1972 with a concentration in Finance. During the summer of 1972, he was elected a Wharton Public Fellow to the White House. He holds dual Bachelors degree in Finance and Economics from the University of Pennsylvania. His interests include playing squash, golf, tennis, and bridge; reading; photography; and travels to explore and understand world cultures.

## **Todd Henshaw**

LTC Henshaw earned his MBA from The University of Texas at Austin in 1995, concentrating in Strategy, Organizational Culture, and Executive Leadership. He completed his Ph.D. in Business at the University of Kansas in 2003, examining the impact of organizational culture on leader development and behavior. In 2005, LTC Henshaw completed Columbia University's Advanced Organization Development and Human Resources Management Program.

Upon returning to West Point in 2003, LTC Henshaw designed and directed the new Eisenhower Leader Development Program, a graduate program offered in conjunction with Teacher's College, Columbia University. He also directed West Point's Leadership and Management Programs, growing enrollment five-fold the first year, and initiating the program's progress toward AACSB accreditation. LTC Henshaw currently serves as an Academy (Tenured) Professor and Director of Military Leadership at West Point, and serves as course director for West Point's core course in Leadership.

Over the past two years, LTC Henshaw assisted the following organizations in their pursuit of leader development expertise and excellence: Beijing International MBA Program, Graduate Management Admissions Council, McKinsey and Company, Tuck School of Business (Dartmouth), Citigroup, Norwich University, Victory University (U.S. Army Drill Sergeant School), Boston Consulting Group, PetroChina, Samsung, Johnson School of Business (Cornell), US Naval Academy, Lucent Technologies, Yale International Programs, Columbia Executive MBA and Executive Education Programs, HuaWei Technologies, and General Electric Corporation (Crotonville).

Lieutenant Colonel Todd W. Henshaw was commissioned a Second Lieutenant of Field Artillery in May of 1985, and has since served in a variety of command and leadership positions from Platoon (40 personnel) to Battalion (600 personnel) level. Most recently, he served as the operations and plans officer for the most forward deployed artillery battalion in Korea, located just kilometers from the demilitarized zone.

## **Kent Smetters (tentative)**

Kent Smetters was appointed assistant professor at The Wharton School at the University of Pennsylvania in 1998 and was promoted to associate professor (with tenure) in 2004. He received his Ph.D. in economics in 1995 from Harvard University and worked for the U.S. Congress from 1995 to 1998. He was a visiting professor at the Stanford Economics Department during the 2000-1 academic year. He was appointed Deputy Assistant Secretary for Economic Policy of the US Treasury on July 3, 2001, where he served until August 30, 2002. He remains active in Washington, DC, and

recently served as a member of the Blue Ribbon Panel on Dynamic Scoring for the Joint Committee on Taxation of the U.S. Congress.

### **Jagmohan S. Raju**

Kent Smetters was appointed assistant professor at The Wharton School at the University of Pennsylvania in 1998 and was promoted to associate professor (with tenure) in 2004. He received his Ph.D. in economics in 1995 from Harvard University and worked for the U.S. Congress from 1995 to 1998. He was a visiting professor at the Stanford Economics Department during the 2000-1 academic year. He was appointed Deputy Assistant Secretary for Economic Policy of the US Treasury on July 3, 2001, where he served until August 30, 2002. He remains active in Washington, DC, and recently served as a member of the Blue Ribbon Panel on Dynamic Scoring for the Joint Committee on Taxation of the U.S. Congress.

Dr. Jagmohan S. Raju is currently Joseph J. Aresty Professor of Marketing at The Wharton School of the University of Pennsylvania, and previously taught at The Anderson School at UCLA. He holds a Ph.D. in Business, an MS in Operations Research, and an MA in Economics from Stanford University. He also has an MBA from the Indian Institute of Management, Ahmedabad and a BTech in Electrical Engineering from the Indian Institute of Technology, Delhi.

Professor Raju was with Tata Administrative Service for about two years where he worked with a number of companies in the Tata group in India. He also worked as a Design Engineer with Philips (India) Ltd, primarily in the area of factory automation.

His research interests include pricing, strategic alliances, new product introduction strategy, retailing, private labels, and corporate advertising. Currently he teaches the core Marketing Management course in the MBA program, the Pricing Strategy course in the Wharton Weekend MBA (WEMBA) program, and the Mathematical Models in Marketing course in the PhD program. He is the Marketing Editor of Management Science and is also the President Elect for INFORMS College on Marketing.

He is a former coordinator of the marketing PhD program at Wharton. He is also the Academic Director for the following open enrollment executive education programs at Wharton: Competitive Marketing Strategy; Essentials of Marketing; and Pricing Strategies: Measuring, Capturing and Retaining Value. He teaches in a number of other executive development programs including the Advanced Management Program and numerous customized programs. Professor Raju consults extensively with companies around the world including Wyeth Pharmaceuticals, Medtronic, Warner Home Video, and Johnson

and Johnson on designing pricing strategies and developing launch plans for new products.

He has received numerous teaching awards: Wharton MBA Core Course Teaching Award in 1999 and 2000, Wharton Executive MBA Teaching Award in 2000, George Robbins Award in 1991 and the Marketing Teacher of the Year in 1992. He received the Frank Bass Award, given by the Institute of Operations Research and Management Science, in 1992 and 2000, and the John D.C. Little Best Paper Award in 1996 and 2000. He was also recognized at IIM Ahmedabad for the best academic performance in each of the two years he attended.

### **Mori Taheripour**

Mori Taheripour most recently served as the Vice President of Corporate Diversity for the American Red Cross. In this role, she developed and executed the organization-wide strategy for diversity and inclusion to ensure that the Red Cross reflected the communities it served in its people programs, policies and services.

Ms. Taheripour has enjoyed proven success in marketing healthcare initiatives to minority communities, as well as building relationships with leading minority healthcare organizations. Since 1997, she has served as the managing partner and co-founder of Innovative Health Solutions, Inc. (I.H.S.), a health care consulting firm dedicated to developing health care prevention and education initiatives for diverse populations. At I.H.S., she has led the development of numerous HIV prevention initiatives including the design of educational tools for the prevention of mother-to-child transmission of HIV for the US Department of Health and Human Services, Centers for Disease Control and Prevention and the Global AIDS Program (GAP) targeting pregnant women in 14 African nations. Prior to I.H.S., Ms. Taheripour served as the Director of the HIV Testing Unit for the Office of AIDS Administration for the Alameda County Department of Public Health in Oakland, California where she streamlined and improved the effectiveness of several of the county's HIV/AIDS initiatives and developed the county's first HIV Testing initiative targeting pregnant women.

Ms. Taheripour earned her MBA from The Wharton School of the University of Pennsylvania where she is a lecturer for the Negotiations and Dispute Resolution course both in the Philadelphia and San Francisco campuses. She has also collaborated in launching the Wharton Sports Business Initiative, a "think tank" dedicated to exploring business and marketing issues associated with professional sports leagues and organizations and to providing transitional business education to professional athletes. Over the past three years, she has also served as a consultant for

Wharton's Executive MBA Program in SF, developing and implementing all diversity marketing and outreach initiatives, focusing specifically on women and underrepresented minorities. In this role, she has been responsible for increasing the number of women enrolled in the Executive MBA Program from 13% in 2005 to 25% in 2008. Ms. Taheripour received her BA in psychology and premedical studies from Barnard College/Columbia University in New York.

### **Saikat Chaudhuri**

Saikat Chaudhuri is Assistant Professor of Management at the Wharton School of the University of Pennsylvania in Philadelphia, USA, where his research encompasses mergers and acquisitions (especially in high-technology industries), technological innovation, and organizational adaptation in dynamic environments. He teaches MBA, undergraduate and executive education courses on corporate development and M&A.

Professor Chaudhuri's current research focuses on the decision-making and implementation challenges surrounding high-technology acquisitions. In particular, he is investigating the operational drivers of performance in innovation-targeted acquisitions, based on multi-method field research with leading telecommunications and software companies. This entails studying the impact of ex-ante conditions in technologies, organizations, and markets on financial and time to market performance, as well as the role of integration strategies in managing these effects. In addition, he has also been examining how foreign acquisitions are fueling the growth of Indian IT companies.

Professor Chaudhuri has published articles on high-technology M&A in the Harvard Business Review, Businessworld, Business Today, and Cutter Business-IT Strategies Advisor. He has also authored a chapter in the Stanford University Press book Managing Culture and Human Resources in Mergers and Acquisitions, besides writing academic papers on the subject. His HBR article is used in teaching MBA and executive education courses at leading business schools such as Harvard, Wharton, Kellogg, INSEAD, Michigan, and NYU Stern, and his work has been cited on multiple occasions by the media.

Professor Chaudhuri has been invited to speak at various corporate and industry events in the United States and Europe, and has participated in the World Economic Forum's India Economic Summit. Based on his research and experience, he provides consulting to a range of companies on developing and implementing acquisition and other corporate growth strategies. More recently, he has also advised the Indian government on IT-based economic development opportunities.

Professor Chaudhuri's prior professional experience includes being a project leader in corporate development at Mannesmann AG in Dusseldorf, Germany, in addition to brief stints with Citibank, McKinsey and Company, and Roland Berger Strategy Consultants, all based in Dusseldorf. He holds Bachelor's degrees in mechanical engineering and multinational management from the School of Engineering and the Wharton School at the University of Pennsylvania, a Master's degree in manufacturing systems engineering from the School of Engineering and the Graduate School of Business at Stanford University, and a Ph.D. degree from Harvard Business School.

### **Jonathan Doh**

Jonathan Doh is the Herbert G. Ramrath Endowed Chair in International Business, founding Director of the Center for Global Leadership and Associate Professor of Management at the Villanova School of Business, ranked by Business Week as one of the top undergraduate and part-time graduate business programs in the country. Jonathan teaches courses, does research, and serves as a consultant and executive instructor in the areas of international management strategy and corporate social responsibility with particular emphasis on emerging markets.

A Senior Associate at the Center for Strategic and International Studies in Washington, DC, Doh has been a visiting faculty member at the Graduate School of Business Administration in Zurich and at the University of Auckland. Previously, he was on the faculty of American and Georgetown Universities, and an international economist and senior trade official with the U.S. Department of Commerce with responsibilities for negotiation and implementation of the U.S.-Canada and North American Free Trade Agreements.

Jonathan has authored more than 35 refereed articles published in leading journals and 20 chapters in edited volumes. He is co-editor and contributing author of Globalization and NGOs (with Hildy Teegen, Praeger, 2003) and Handbook on Responsible Leadership and Governance in Global Business (with Steve Stumpf, Elgar, 2005); and co-author of International Management: Culture, Strategy, and Behavior, 6th edition (McGraw-Hill/Irwin, 2006), the best selling international management text. He is currently working on two books: Multinationals and Development (with Alan Rugman, Yale University Press), and Corporations and NGOs: Conflict and Collaboration (with Michael Yaziji, Cambridge University Press).

Jonathan has developed more than a dozen original cases and simulations published in books, journals, and case databases, and used at top business schools around the world. He has been a consultant or executive instructor to ABB, Anglo American plc,



Bodycote PLC, China Minsheng Bank, Deutsche Bank, the Government of Thailand, HSBC, Medtronic, Shanghai Municipal Government, and Deloitte Touche, where he served as senior advisor to the Global Energy Resource Group.

He received his Ph.D. from George Washington University in strategic and international management.

### **Allan Filipowicz (tentative)**

Allan Filipowicz is Assistant Professor of Organizational Behavior at INSEAD, and currently Visiting Assistant Professor of Management at The Wharton School.

His research focuses on the role of emotion and cognition in interpersonal and group processes, and its subsequent impact on effectiveness. His earlier work had approached this topic by studying the psychological determinants of network formation. Currently, he is examining the influence of humor on performance in task-based interactions, with a focus on both leadership and negotiations. He is also looking at the influence of emotional transitions in negotiations.

At INSEAD Professor Filipowicz teaches Leading People and Groups and the Social Psychology of Management in the MBA program, Organizational Behavior in the Ph.D. program, and the Psychology of Leadership in the Executive MBA program. At Wharton he teaches the Foundations of Teamwork and Leadership in the MBA program.

Professor Filipowicz received his Ph.D. from Harvard University. He holds an MBA from The Wharton School, an MA in International Affairs from the University of Pennsylvania, and degrees in Electrical Engineering (M.Eng., BS) and Economics (BA) from Cornell University. His professional experience includes two years in banking (Bankers Trust, New York) and five years in consulting, including running his own boutique consulting firm and four years with The Boston Consulting Group in Paris.

## **Courses**

### **Financial Analyses for Strategic Decision-Making**

This session establishes the framework for evaluating financial performance by defining the components and providing an introduction to the three key financial statements. Participants will learn how to use financial information to assess the potential profitability and risk of various strategies in a range of businesses, how the business is managed, and what questions financial statements cannot answer.

### Leadership

The hidden challenge of today's management is to understand the difference between "leader" and "manager" and its transition. These sessions address the various dilemmas of organizational leadership and exposes participants to new thinking in the area of leadership.

### Globalization and Strategy

This session offers fresh perspectives on growth, the evolving global marketplace, and changing global environments. It also explores the sustainability of globalization, asking questions such as whether consumers and companies are truly ready for borderless business.

### Marketing Strategy

This session rests on the notion that customers are heterogeneous. It discusses how a target market should be broken up into homogeneous segments and introduces four primary segmentation dimensions: demographic, attitudinal, behavioral, and response-based. The second part of the session looks at how customers make choices, including biases and heuristics used in decision making.

### Critical Thinking

Leaders are accustomed to making critical decisions. This session focuses on reframing issues so that problems are more quickly determined, systematic patterns from random events are distinguished, and acceptable risks in alternative decisions are identified.

### Human Resources Strategy

The strategy session is designed to help organizations see how their choices about managing employees can reinforce competencies that drive business strategy. Often, practices create behaviors that actually conflict with the competencies that the organization needs to use to successfully implement its strategy. The focus is on how to develop practices that align and drive business strategy.

### Executive Negotiations

Senior executives regularly engage in various forms of negotiations. The negotiations session is designed to equip the students with the knowledge of how to manage conflicts in organizational life. Empowered with a better understanding of negotiation strategies and skills, executives can more easily look for joint gains and resolutions in negotiations resulting in win-win outcomes.

### Enterprise Risk Management

This session covers strategies for using risk management as a lever for increasing company value. While faculty members draw upon the latest research, they focus on real-world challenges and practical applications. Participants engage in hands-on applications of tools to assess risks in their own organizations as well as action-learning sessions to relate.

### Strategic Persuasion

This session takes an "inside-out" approach to help you recognize which persuasion styles come most naturally and enables you to understand the steps you must take to gain influence, credibility, and confidence in your organization.

## Program Details & Schedule

**NIDA Session:** The NIDA session is delivered to students by NIDA faculty members, business experts, leader and executives that were specially selected for their insights, vision and broad knowledge of business globalization and business model innovation in the Asia region. Knowledge is transferred through a series of interactive lectures and panel discussions. Students also go through case analysis and presentation methodologies in preparation for the session.

**Wharton Session:** The Wharton session is delivered to the students by specially selected Wharton faculty members who have vast experience in consulting with an enormous array of global companies. Their cutting-edge research is combined with their consulting expertise in a real-world context to cover the latest advances and trends in the areas of: leadership, globalization, human resources, executive negotiations, critical thinking, enterprise risk management and strategic persuasion.

## STUDY DATES

- October 1-2, 2014 and October 31, 2014 at NIDA (3 days)
- October 13-17, 2014 at Wharton (5 days)

## Certificate

National Institute of Development Administration (NIDA) and Wharton School, University of Pennsylvania award a certificate upon the successful completion of the program.

## TUITION & PROGRAM LOGISTICS

The tuition for the program, including program materials, reception, breakfast, coffee-tea break, dinner (in Philadelphia), and 5 nights lodging in Philadelphia, is **300,000 THB**. Business class air-ticket, via TG airways or other, BKK-US-BKK can be arranged by the participant. Participants should expect to add the ticket cost to the tuition fee. Hotel accommodation in Philadelphia is included in the program fee. For the NIDA session, participants from countries outside Thailand can stay in Bangkok. As an example, a hotel room costs approximately US\$ 125 per night.

### FOR MORE INFORMATION PLEASE CONTACT:

#### NIDA BUSINESS SCHOOL

National Institute of Development Administration  
118 Seri Thai Road, Bangkok, Bangkok 10240 Thailand.

<http://www.nidabusinessschool.com/nidawharton> or <http://mba.nida.ac.th/nidawharton>

Call Center : Tel. 02-727-3983-5 Fax: 02-377-1232 Email: [nidawharton@nida.ac.th](mailto:nidawharton@nida.ac.th)

โครงการฝึกอบรมพัฒนาภาวะผู้นำสำหรับผู้บริหารระดับสูง:  
NIDA-Wharton Executive Leadership Program รุ่นที่ 7 (ประจำปี 2557)

(รับสมัครตั้งแต่บัดนี้จนถึง 31 สิงหาคม 2557)

**โครงการฝึกอบรมพัฒนาภาวะผู้นำสำหรับผู้บริหารระดับสูง: NIDA-Wharton Executive Leadership Program** เป็นโครงการความร่วมมือระหว่างคณะบริหารธุรกิจ สถาบันบัณฑิตพัฒนบริหารศาสตร์ (NIDA Business School) และ \*The Wharton School, University of Pennsylvania ประเทศสหรัฐอเมริกา โดยมีวัตถุประสงค์เพื่อเสริมสร้างศักยภาพผู้บริหารระดับสูงทั้งในประเทศ และภูมิภาคเอเชียตะวันออกเฉียงใต้ให้เป็นผู้มองการณ์ไกลและพัฒนาองค์กรด้วยกลยุทธ์ในลักษณะองค์กรร่วมระดับสูง อันจะนำไปสู่การจัดการธุรกิจยุคโลกาภิวัตน์ได้ประสบความสำเร็จอย่างงดงาม

\*The Wharton School, University of Pennsylvania เป็นคณะที่มีชื่อเสียงในระดับสากลทางด้านการบริหารจัดการ และมีการเรียนการสอนในสาขาบริหารธุรกิจที่เก่าแก่ที่สุดในประเทศสหรัฐอเมริกา และในปัจจุบันยังมีจำนวนอาจารย์ด้านการบริหารจัดการมากที่สุดอีกด้วย นอกจากนี้ในส่วนของประเทศสหรัฐอเมริกา Wharton School ยังมีหน่วยงานที่เน้นงานด้านความเป็นผู้นำโดยเฉพาะเรียกว่า “Center for Leadership and Change Management” ซึ่งสอดคล้องกับปรัชญาของนิคิต้า คือ “Wisdom for Change” ซึ่งทำหน้าที่สนับสนุนงานวิจัย การเผยแพร่ และดำเนินกิจกรรมด้านความเป็นผู้นำต่างๆ พร้อมกับการให้คำปรึกษาแนะนำด้านความเป็นผู้นำแก่องค์กรชั้นนำภายนอกอย่างต่อเนื่อง

**คุณสมบัติในการเข้าร่วมโครงการ**

1. เป็นผู้บริหารระดับสูง
2. มีความรู้ขั้นต่าระดับปริญญาตรี
3. สามารถเข้าใจภาษาอังกฤษได้ดี

**คณะกรรมการหลักสูตร**

ผศ.ดร.จงสวัสดิ์ จงวัฒน์ผล                      ผู้อำนวยการโครงการ

**สถานที่และ \*ระยะเวลาการเข้าร่วมโครงการ**

ผู้เข้าร่วมโครงการจะได้เรียนทั้งในประเทศไทยและประเทศสหรัฐอเมริกา โดยแบ่งเป็น 2 ช่วงเวลา ดังนี้

1. วันที่ 1-2 และ 31 ตุลาคม 2557 (รวม 3 วัน)  
(อบรมที่กรุงเทพฯ จัดโดย คณะบริหารธุรกิจ สถาบันบัณฑิตพัฒนบริหารศาสตร์)
2. วันที่ 13-17 ตุลาคม 2557 (รวม 5 วัน)  
(อบรมที่ The Wharton School, University of Pennsylvania ประเทศสหรัฐอเมริกา)

\*หมายเหตุ ระยะเวลาอาจมีการเปลี่ยนแปลงได้ตามความเหมาะสม

### ประกาศนียบัตรและสิทธิประโยชน์ในการเข้าร่วมโครงการ

ผู้ที่ผ่านการอบรมจะได้รับประกาศนียบัตรร่วม จาก The Wharton School, University of Pennsylvania ประเทศสหรัฐอเมริกา และคณะบริหารธุรกิจ สถาบันบัณฑิตพัฒนบริหารศาสตร์ (Certificate of NIDA-Wharton Executive Leadership Program) โดยพิธีมอบ ประกาศนียบัตรจะจัดขึ้นในงานเลี้ยงอาหารค่ำแสดงความยินดีแก่ผู้สำเร็จที่เมือง Philadelphia ประเทศสหรัฐอเมริกา นอกจากนี้ยังจะได้รับสิทธิประโยชน์ในการเป็นสมาชิกของวารสาร Thai Journal of Development Administration เป็นเวลา 1 ปี พร้อมทั้งจะได้รับสิทธิในการเป็นสมาชิกเพื่อใช้บริการจาก Knowledge @ Wharton โดยไม่เสียค่าใช้จ่าย

### ค่าใช้จ่ายตลอดโครงการ

ค่าธรรมเนียมหลักสูตร (ค่าตำรา เอกสารประกอบการบรรยาย ค่าอาหาร-อาหารว่าง ค่าร่วมงานเลี้ยงต้อนรับทั้งที่กรุงเทพฯ และเมือง Philadelphia ประเทศสหรัฐอเมริกา ค่าอาหารค่ำ ค่าที่พัก 5 คืน ที่เมือง Philadelphia) รวมเป็นเงิน **300,000 บาท**

พิเศษ - หากสมัครตั้งแต่ 5 ท่านขึ้นไปรับส่วนลดพิเศษเหลือท่านละ 270,000 บาท

- หากสมัครตั้งแต่ 10 ท่านขึ้นไปรับส่วนลดพิเศษเหลือท่านละ 250,000 บาทพร้อมฟรีอีก 1 ท่าน

\*หมายเหตุ อัตราค่าธรรมเนียมดังกล่าว ยังไม่รวมค่าตัวเครื่องบินเดินทางไป-กลับ ซึ่งผู้สมัครเข้ารับการอบรมต้องจัดเตรียมเอง

### รายวิชาและผู้บรรยาย

- Financial Analyses for Strategic Decision making, *John Percival*
- Strategic Persuasion & Influence, *Mario Moussa*
- Critical Thinking & Executive Decision Making, *Kathy Pearson*
- Globalization: Key Trends and Strategic Implications, *Jonathan Doh*
- Innovation & Discovery-Driven Planning, *Jim Thompson*
- Competitive Marketing Strategy, *Jagmohan Raju*
- Talent Management in Changing Times, *Peter Cappelli*
- C-Level Leadership, *Steve Stumpf*
- Creating Shareholder Value through Branding, *David Bell*
- Critical Skills for Leadership Effectiveness, *Allan Filipowic*

### สถานที่รับสมัครและติดต่อสอบถามรายละเอียดเพิ่มเติมได้ที่

ศูนย์นวัตกรรมทางธุรกิจ คณะบริหารธุรกิจ ชั้น 8 อาคารบุญชนะ อตถากร  
สถาบันบัณฑิตพัฒนบริหารศาสตร์

<http://mba.nida.ac.th/nidawharton>

โทร. 02-727-3983-5 แฟกซ์. 02-3771232

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

(ชื่อ-ภาษาไทย) \_\_\_\_\_ (นามสกุล-ภาษาไทย) \_\_\_\_\_

Position/Title \_\_\_\_\_

(ตำแหน่งงาน-ภาษาไทย) \_\_\_\_\_

Employing Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Business Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ E-mail Address \_\_\_\_\_ Home Telephone \_\_\_\_\_

Type of Business (e.g. Banking, Real Estate, Government Agency, etc.)

Date of Birth (dd/mm/yy) \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Education**

Name of Institute	Place	Degree (major)	Year

**Brief Biodata**

**Brief Description of Your Job Responsibility**

### การชำระเงิน (ทุกหลักสูตร)

กรุณารอกข้อความในใบสมัครให้ชัดเจน และปฏิบัติตามขั้นตอนในการชำระเงินค่าลงทะเบียน (ทำได้ 2 ช่องทาง) ดังต่อไปนี้

#### 1. ค่าธรรมเนียมหลักสูตร

1.1 โดยโอนเงินเข้าบัญชี ธนาคารกรุงเทพ สาขานิด้า ในนาม “สถาบันบัณฑิตพัฒนบริหารศาสตร์ สำนักฝึกอบรม” เลขที่ 944-0-00857-2 พร้อม แฟกซ์หลักฐานการโอนเงิน (ใบ Pay in) พร้อมใบสมัครที่กรอกข้อมูลครบถ้วนแล้วมาที่ 0-2377-1232

1.2 ใช้แคชเชียร์เช็ค สั่งจ่าย "สถาบันบัณฑิตพัฒนบริหารศาสตร์ สำนักฝึกอบรม" และจัดส่งมาที่

“ศูนย์นวัตกรรมทางธุรกิจ คณะบริหารธุรกิจ สถาบันบัณฑิตพัฒนบริหารศาสตร์ ชั้น 8 อาคารบุญชนะ อตถการ 118 ถ. เสร้ไทย แขวงคลองจั่น เขตบางกะปิ กรุงเทพฯ 10240”

ทุกช่องทาง หลังจากดำเนินการแล้ว กรุณาโทรแจ้งยืนยันอีกครั้งที่หมายเลข 02-7273983-5

#### กรณีผู้สมัครที่ชำระเงินเข้ามาแล้วต้องการยกเลิกการอบรม

ศูนย์นวัตกรรมทางธุรกิจ คณะบริหารธุรกิจ นิด้า ขอสงวนสิทธิ์ที่จะไม่คืนเงินที่ชำระเข้ามาก่อนวันอบรมทุกกรณีของทุกหลักสูตร

#### กรณีหลักสูตรไม่สามารถเปิดการอบรมได้ตามกำหนดการ

หากมีหลักสูตรใดไม่สามารถเปิดการอบรมได้ตามกำหนดการ ศูนย์นวัตกรรมทางธุรกิจ คณะบริหารธุรกิจ นิด้า จะคืนเงินให้เต็มจำนวนที่ชำระเข้ามาแล้ว ภายหลังจากเจ้าหน้าที่โครงการฯ ได้ดำเนินการตรวจสอบและทราบว่าหลักสูตรใดไม่สามารถเปิดการอบรมได้ (จะแจ้งให้ทราบล่วงหน้า 1 สัปดาห์ก่อนการอบรม) โดยทางโครงการฯ จะเร่งดำเนินการโทรศัพท์ติดต่อไปยังผู้สมัครเพื่อแจ้งให้ผู้อบรมทราบและติดต่อขอรับเงินคืน ต่อไป

\*สอบถามข้อมูลเพิ่มเติม ติดต่อ 0-2727-3983-5