Work Shop

Instructor

, KMAM

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-     (,   ,   …)
-     (,   ,   …)
-     (,   ,   …)

ORDER
- (KM)
- (ERP)
- .   M&A, /
- (p-HRM, e-HRM, s-HRM)

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a person who gives specialist professional advice
to others (   )

- Management consultant
- Business consultant
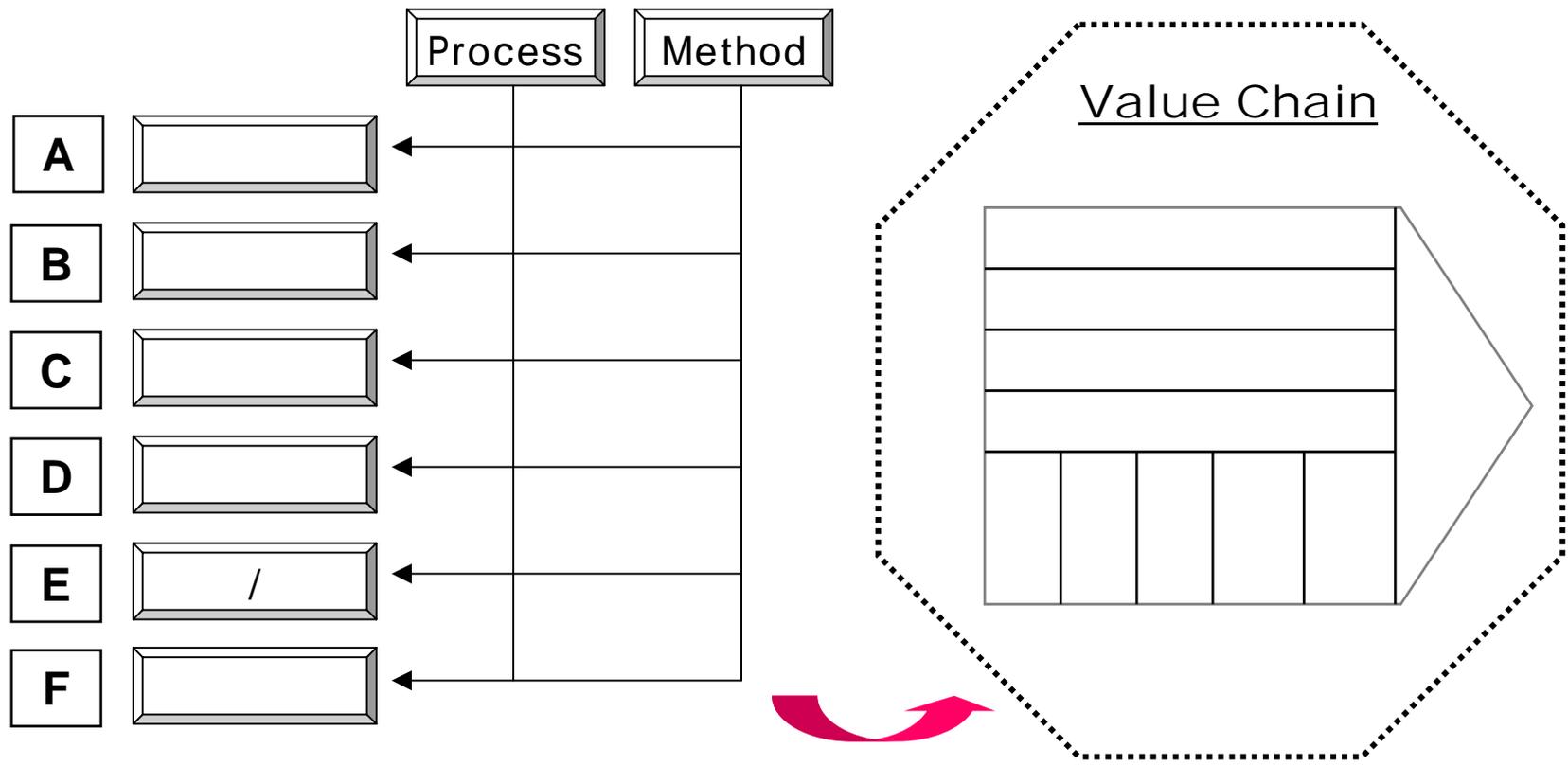
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Process   Method

A

B

C

D

E   /

F

Value Chain

📋   A

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📋   B

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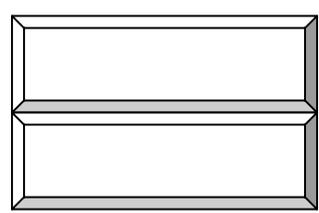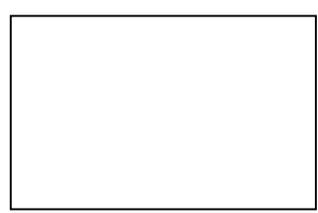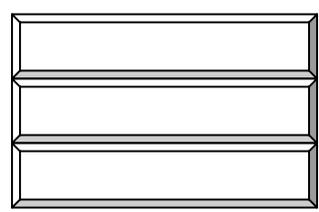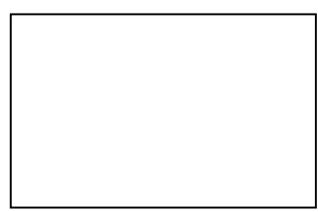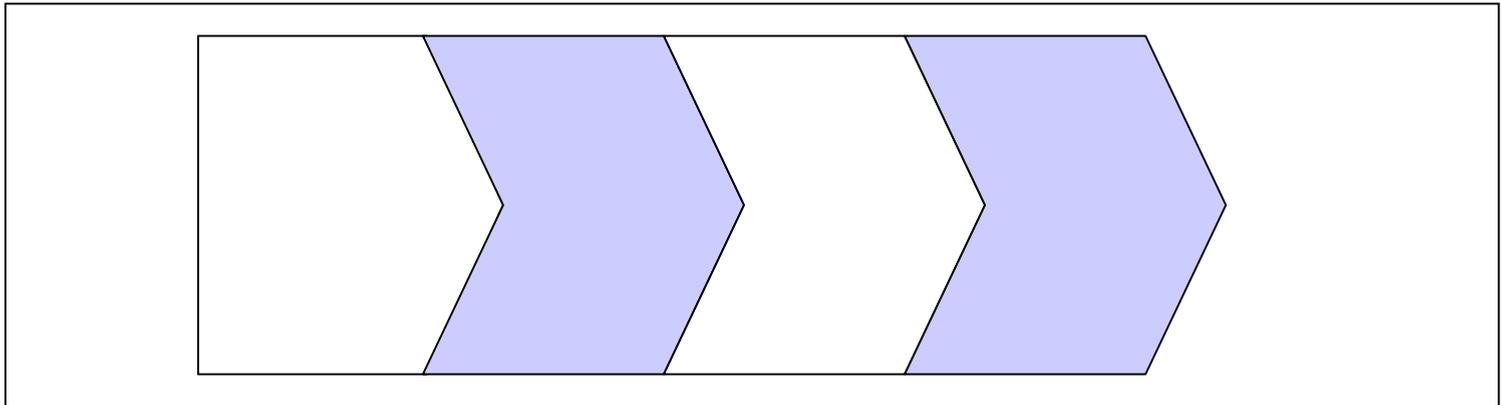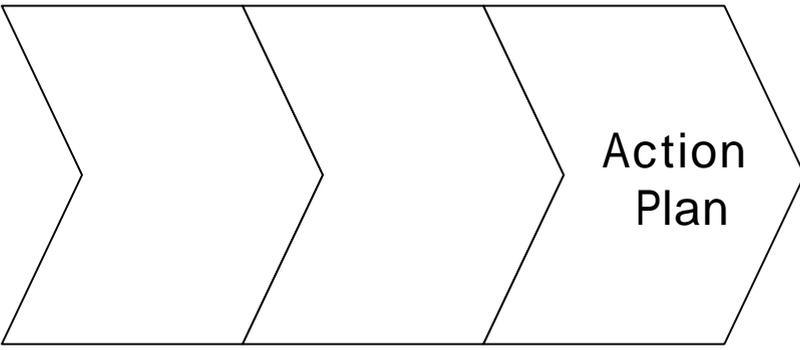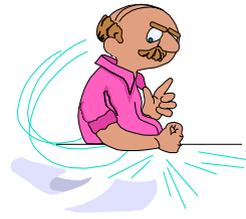
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Skill

- **Interview Skill**
- **Proposal & Report Skill**
- **Presentation Skill**
- **Survey Skill**
- **Methodology Skill**

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Action
Plan

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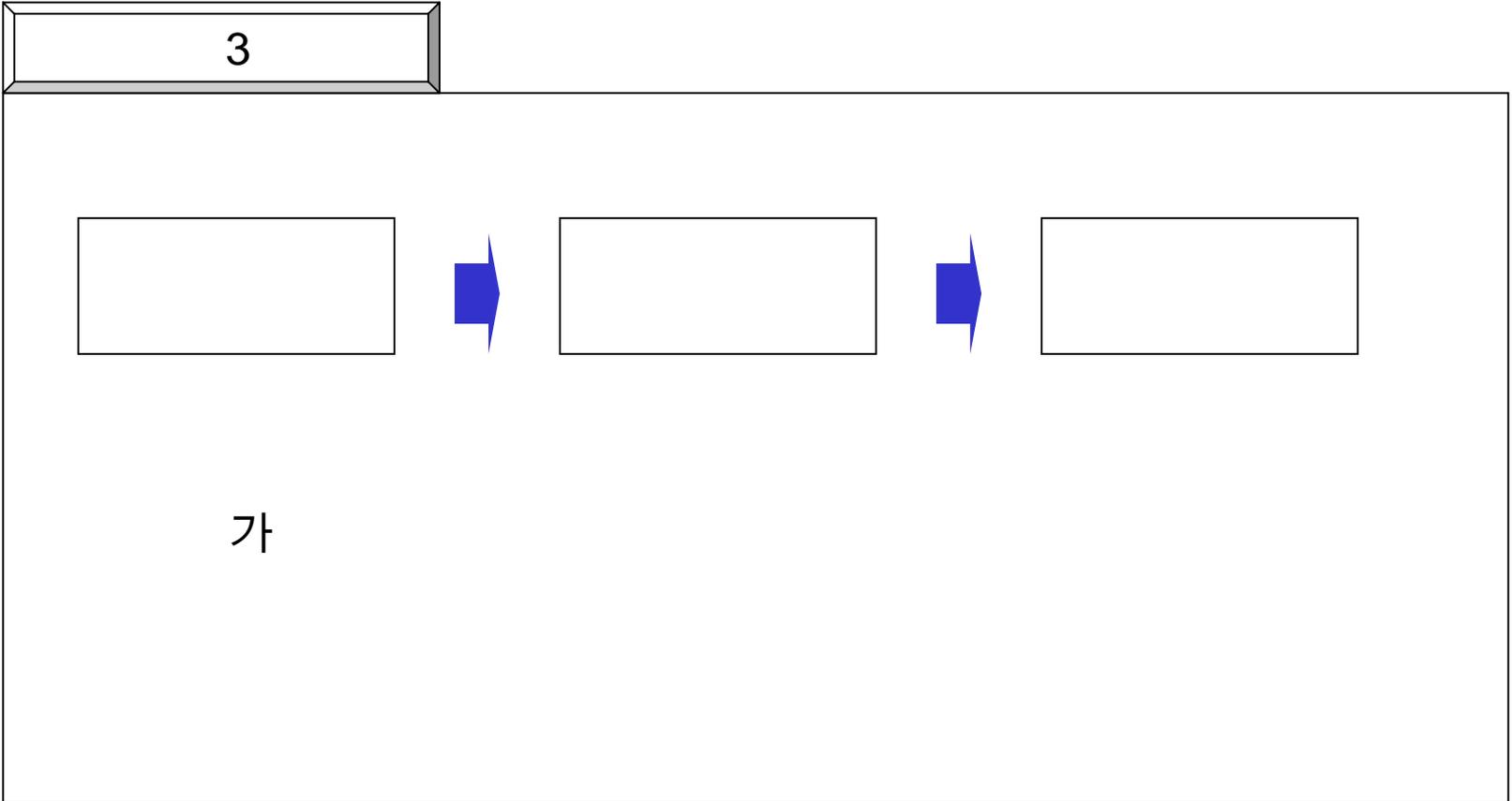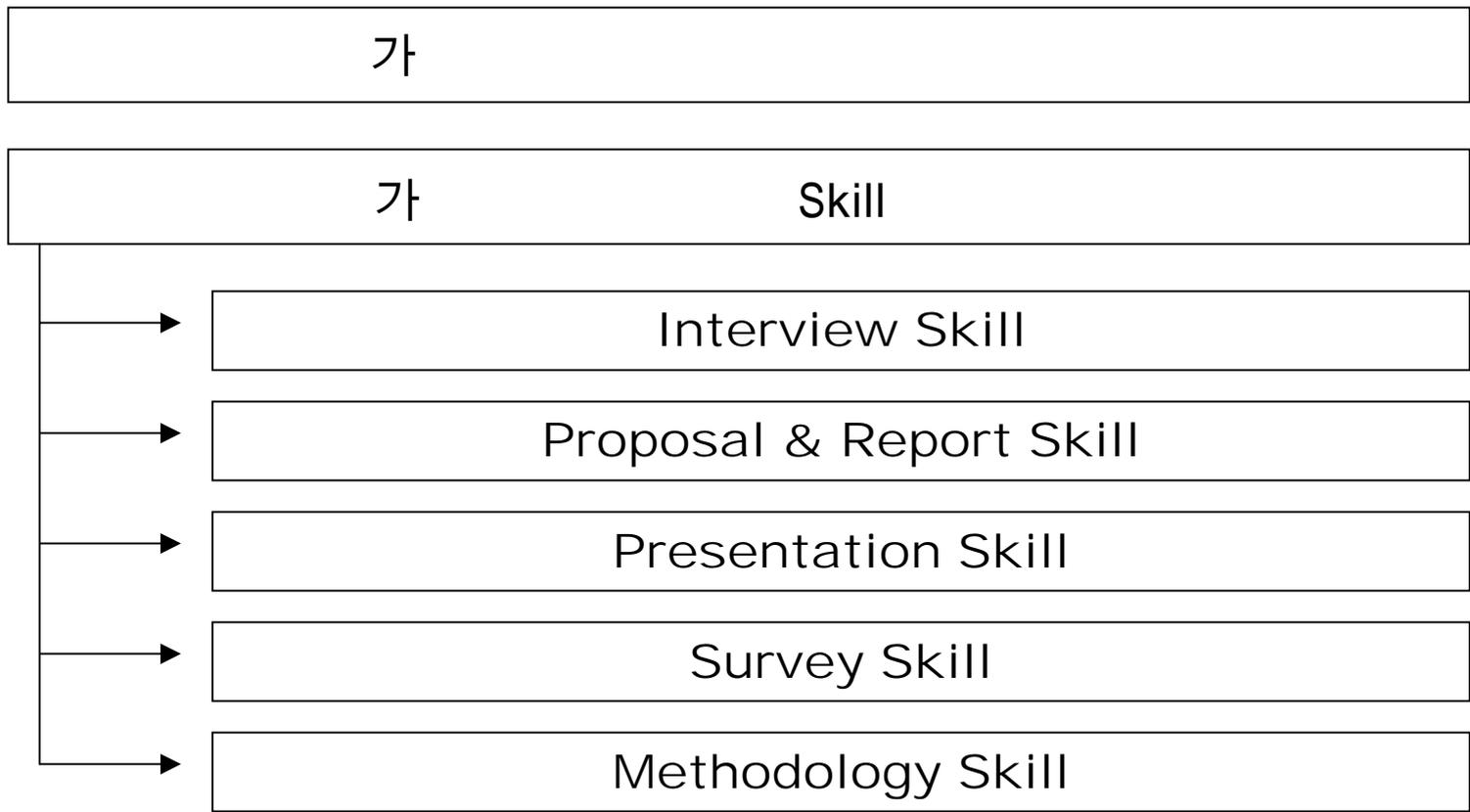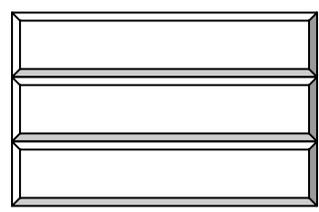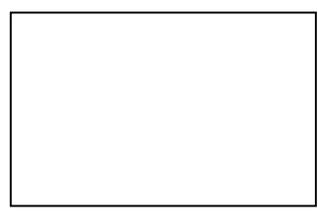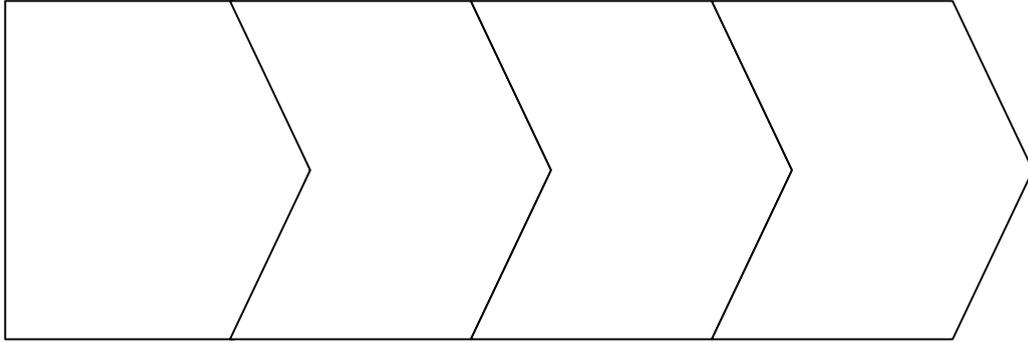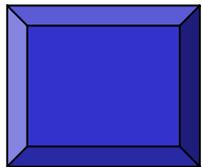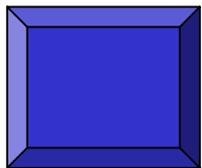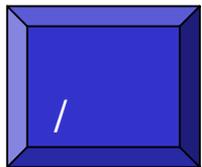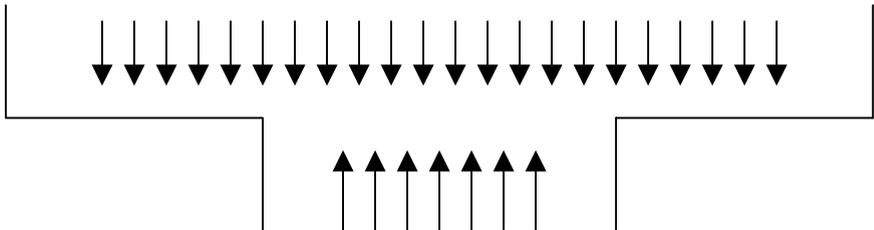
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					/	**Action Plan**
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Methodology

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  - (**T.F.Team**)
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- 📑
  - **Tools**
  - **Methodology**
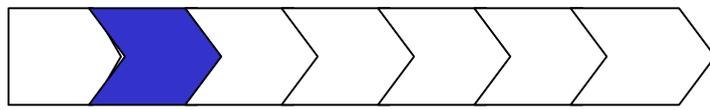
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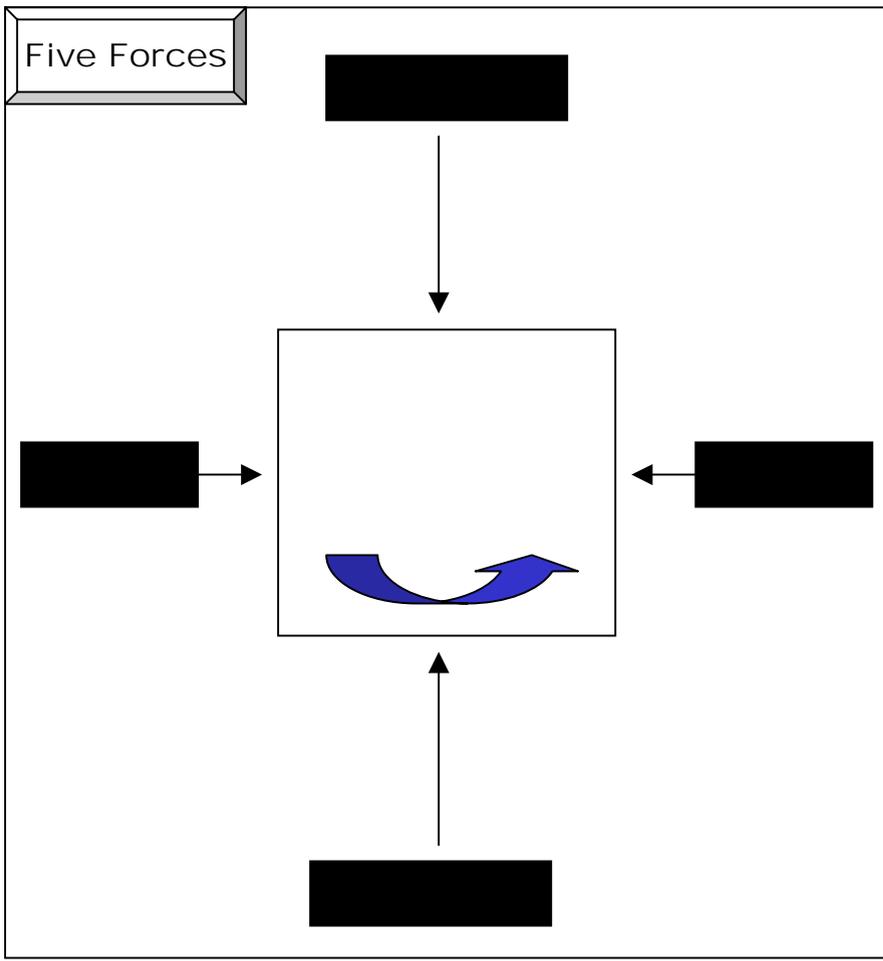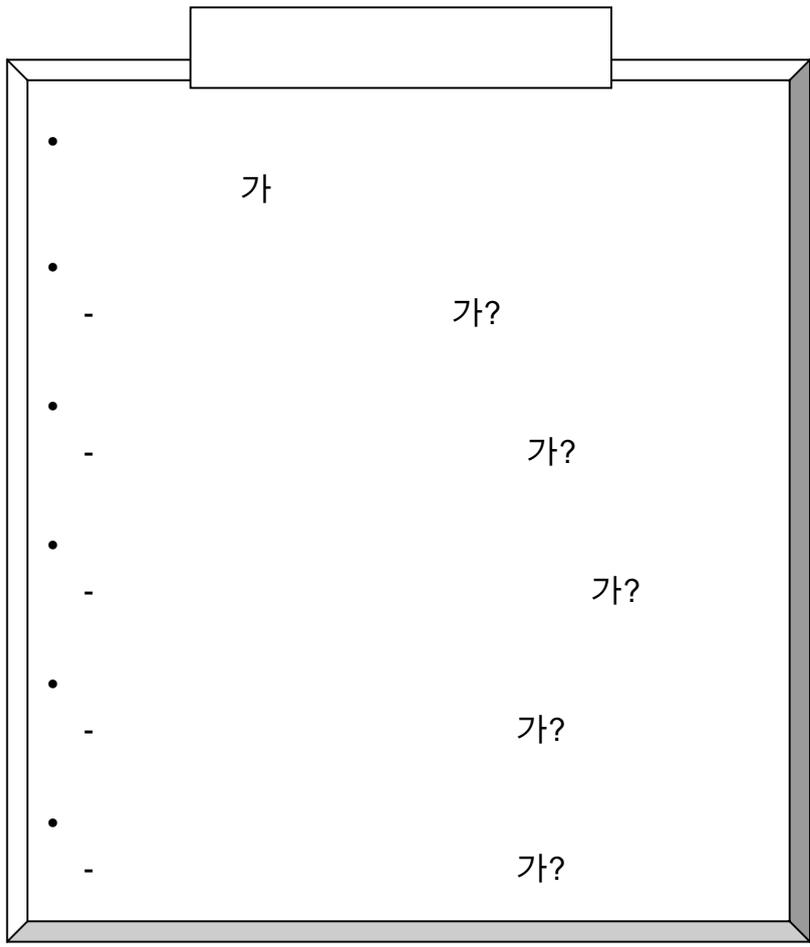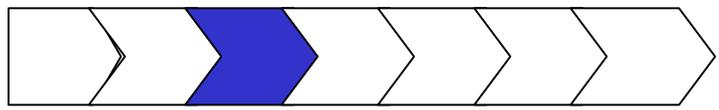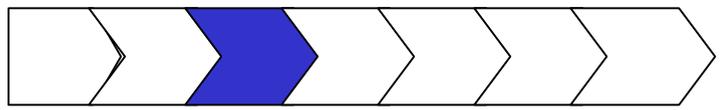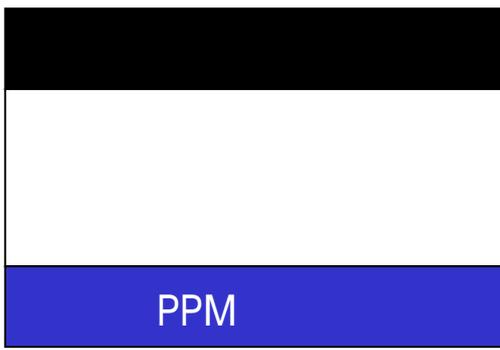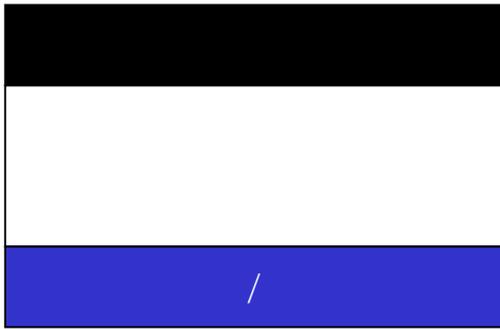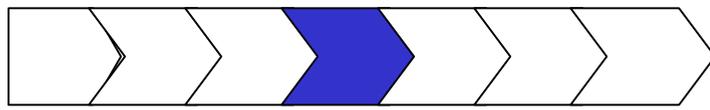
PPM
Product Portfolio Management

&

Value Chain

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Environment

Result

Structure
(   )

Strategy
(/   )

System
(/   )

Shared Vision
(/   /   )

Skill
(/   )

Style
(/   )

Staffs
(/   )

(   )

Strategy
_____

Structure
                                                          _____
_____

System
            _____

Style
_____

Staffs
          ,   ,   ,   ,   _____
                                            _____

Skill
          _____ _____

Shared Vision
_____
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Methodology

(Strategy)	• ? • ? • ?

(Structure)	• ? • , , ? • ?

(System)	• , , ? • ? • , ?

Methodology

(Staff)	• ? • ? • ?

(Style)	• ? • ? • ?

(Skill)	• ? • , ? • ?

(Shared Value)	• , ? • ? • ?

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• PPM
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- SWOT
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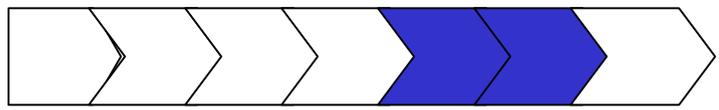 - ,

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Vision

Domain

SWOT Matrix
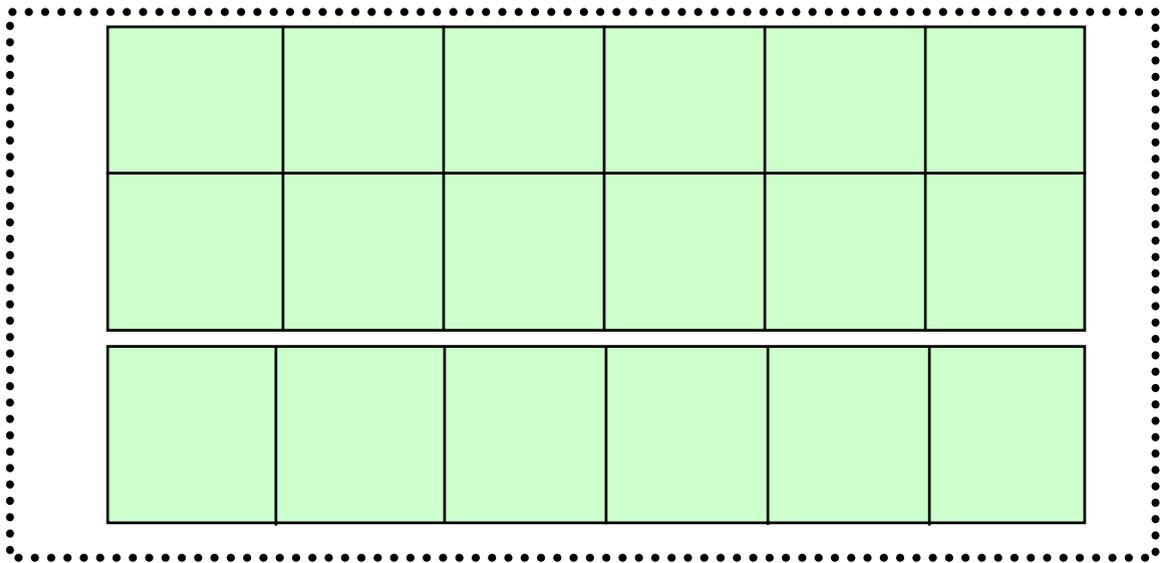
📑 SWOT Matrix

📑

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- 2 -

SWOT Matrix

📑　SWOT Matrix
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📑　1　　　:　　　　　　,　　,

📑　2　　　:　　　,　　　,

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SWOT Matrix   4

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-

- SO   (-   ) :

- ST   (-   ) :

- WO   (-   ) :

- WT   (-   ) :

SWOT Matrix	4 /	
	S Strength	W Weakness
O Opportunity	SO	WO
T Threat	ST	WT

– A

A

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A

	–	B

A IMF

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A

SWOT Matrix

S1
S2
S3
S4
S5
S6

W1
W2
W3
W4
W5
W6

O1
O2
O3
O4
O5

T1
T2
T3
T4
T5

SWOT Matrix

S1
S2
S3
S4
S5
S6   ,

W1
W2
W3
W4
W5
W6

O1
O2 1   1
O3
O4   ,
O5

T1
T2
T3   ,
T4
T5

	S Strength	W Weakness
O Opportunity	SO S3,S4 – O3,O4,O5	WO W3,W4,W5 – O4,O5
T Threat	ST S1,S5 – T2,T3	WT W5,W6 – T2,T3,T5 W2,W6 – T1,T2,T3,T5

( )		
	S Strength	**W** Weakness
O Opportunity	**SO**	**WO** /
T Threat	**ST**	**WT** .

SWOT Matrix

A ( )		
	1. 2. 3. 4. 5.	1. ( ) 2. ( ) 3. 4. 5.
1. ( ) 2. 3. 4. 5.	- -	- - **R & D**
1. 2. 3. HRM (, ,) 4. 5. 6.	- -	- -

SWOT Matrix

Grouping

A   (   )

		(SBU)	(OBU)
( )	• A/S • • • • • • e-Business	• • • • •	• / • Spec
R & D	• • •	• • • • ( )	
	• , • •	• , • ,	• •
	• •	•	•

Grouping

		(**SBU**)	(**OBU**)

		(50)	(20)	(30)		

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