



KU CARE Class One

The Change-Agent Readiness Executive Program

Batch 2

We create top executives...to truly become change-agent leaders of sustainable business.

1. Statement of Purpose

The 21st century is an era of rapid and tumultuous change, filled with various crises. These include environmental crises stemming from global warming, an increasing scarcity of natural resources, economic downturns influenced by global economic and political factors, public health crises resulting from new infectious diseases, and emerging challenges in innovation and technology. The world has faced numerous problems and challenges, especially with the onset of the COVID-19 pandemic, which has significantly impacted global growth.

The challenge of addressing climate change has become a global priority, as evidenced by the agreements reached at COP28 to maintain the global average temperature rise below 1.5 degrees Celsius compared to pre-industrial levels. There is also a shared commitment to ending the consumption of fossil fuels, gases, and coal, which collectively account for three-quarters of greenhouse gas emissions. This marks the beginning of the end of the fossil fuel era.

Efforts to address global warming issues require collaboration and attention from nations worldwide. The international community must work together to address the challenges posed by climate change, and it is crucial for business and industry leaders to contribute their potential and experiences. This collaborative approach is necessary for solving long-term problems and crises, fostering sustainable global development.

Kasetsart University, with over 80 years of commitment to sustainable development through research and development, emphasizes creating knowledge and an environment that focuses on utilizing bio-based products and resources. The university adopts circular concepts and green business models to minimize environmental impact. These principles contribute to the university's dedication to creating sustainable national development.

Building on the success of the KU CARE (Kasetsart University Change-Agent Readiness Executive Program) program for sustainable business leadership, we are confident in our ability to contribute to the development of forefront leaders capable of addressing challenges arising from climate change. Through creativity, experience, and innovation, our aim is to unite leaders who will bring about positive change to elevate the sustainable quality of life for the future of Thailand.

2. Objectives

- (1) Develop leadership skills for individuals in the 21st century who can apply concepts related to Sustainable Development Goals (SDG) and Bio-Circular-Green (BCG) in organizational management and business operations.

- (2) Foster social leaders as change agents to achieve sustainable economic and societal development goals.
- (3) Share ideas to address problems and challenges by developing project proposals aimed at achieving sustainable development goals. Aim to transform organizations from business entities into leading entities that are widely recognized and accepted.

3. Candidate Qualification

- (1) Hold a top-level management position in private organizations (limited companies and public limited companies), government agencies, state enterprises, non-governmental organizations, or academic institutions, equivalent to C-level executives or deputy director-general level.
- (2) Serve as the high-ranking commander of military, navy, air force, and police units, holding a rank no lower than Colonel, Navy Captain, Air Force Colonel, or Police Colonel.
- (3) Individuals considered by the curriculum committee for training due to their experience, recognized societal contributions, or beneficial contributions to project implementation.

4. Place and Time

Every Friday from April 26, 2017, to August 9, 2017, training sessions will be conducted between 13:00 and 18:00. The training will take place at Asawin Grand Convention Hotel on Vibhavadi Rangsit Road.

5. Pedagogical Methods

Emphasis will be placed on incorporating Experiential Learning (EL) and the Future Problem-Solving Program (FPS) strategies. The teaching and learning methods will be categorized into three types:

- (1) **Interactive Lecture:**
 - This approach focuses on interactive lectures for the core content of the curriculum (Core courses).
- (2) **Case-Based Discussion:**
 - In this method, case-based discussions will be conducted, emphasizing the exchange of experiences with diverse speakers who have relevant expertise.
- (3) **Active Learning:**
 - Through the BCG-in-Action activities, learners will actively engage in practical exercises. This approach focuses on collaborative problem-solving and addressing challenges collectively.

6. Curriculum Structure

This course consists of various modules, categorized into four topics. The learning activities are divided into lectures, Case-Based Discussions, and Active Learning. Additionally, participants will be engaged in project presentations. The training program spans a total of 13 sessions, accumulating 37 hours of learning.

Curriculum structure	
Module 1:	New Challenges and Status Quo
Module 2:	Case Studies of Sustainable Development
Module 3:	Change leaders in the age of climate disruption
Module 4:	ESG Principles and Business Adaptation

7. Extracurricular Activities

- (1) Ice Breaking
- (2) BCG-in-Action Project
- (3) 2-day, 1-night study tour activity within the country
- (4) A 4-day, 4-night study tour activity abroad (Republic of Korea)
- (5) Closing Ceremony

8. Criteria for Graduation

Participants in the training will receive a certificate upon completion of the Kasetsart University Change-Agent Readiness Executive Program (KU CARE Class One). The certificate will be awarded under the following conditions:

- Attendance for a minimum of 25 hours in the training program.
- Successful participation in the BCG-in-Action Project activity.

9. Registration Fee

- (1) Registration fee for the **in-country training program is 151,000 Baht**. This fee includes expenses for instructors, training materials, equipment, meeting rooms, refreshments (heavy snacks and beverages), welcome and farewell parties, dinner talk activities, and study tour activities within the country. It covers bus transportation, accommodation (double occupancy), and three meals a day. However, it does not include expenses for the international study tour.
- (2) The fee for the international study tour to the Republic of Korea for 4 days and 4 nights is not included in the registration fee mentioned in (1). The program will propose the expenses separately, including study tour fees, domestic transportation by bus, accommodation (double occupancy), and meals as specified in the later schedule.

10. Contact

KU Business Capability Development (KUBCD)

Tel. 02-561-2775

Email. admin@kucare.info

Website. www.kucare.info

Dr.Sukhumaporn (General Manager)

Tel. 083-516-3653

Suphatra Pongprae (Program Coordinator)

Tel. 084-335-7888

Training Schedule
KU Change Agent Readiness Executive Program “The Class One” Batch 2

No.	Date	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18.00 - 21.00
1	26 Apr 67	Registration	Introduction		Ice Breaking										Break	Welcome session by KUCARE #1			Opening Ceremony Welcome Party	
2	3 May 67	The trends in the electric vehicle market and new battery technology are shaping the future world. Chanaphan Jitnurongkij Vice President of Thai Summit Group					Break	BCG Economy and Sustainable Development Kriangkrai Thieanukul (TBC) President of the Federation of Thai Industries					BCG-in-Action Project Asst.Prof.Kamolbhan Sangmahachai Dr.Eakaphat Manitkajornkij Directors of KU CARE							
3	10 May 67	Carbon Emission Reduction Plan and Carbon Tax Policies Kiatichai Maitriwong Director of the Greenhouse Gas Management Organization (TGO)					Break	The Future World and Natural Disasters: Risks for Businesses Assoc. Prof. Dr. Saree Suparatat Vice Chairman of the Board National Disaster Warning Foundation					Carbon Neutrality Model Worawat Sariyukt Director of Organizational Sustainability, Mitrphol							
4	17 – 18 May 67	KU CARE Eco-tech Tour: Indorama Ventures (PCL) & VISTEC Dr. Anthony Watanabe and Dr. Pailin Chuchothavorn																		
5	24 May 67	Key Insights from the COP28 Conference and Thailand's Position Dr. Wijarn Simachaya Director of the Thailand Environmental Institute (TEI)					Break	Trends in the Energy Business: A Case Study of Gulf Energy Development Public Company Limited Khun Sopacha Damrongpiyawuth (TBC) Chairman of the Board of Directors, Gulf Energy Development Public Company Limited					BCG-in-Action Project Dr. Veerapong Chutipat CEO, Real Estate Exponential							
6	1 - 4 Jun 67	KU CARE: International BCG in action Trip ESG กับมุมมองของนักลงทุนระดับโลก																		
7	21 Jun 67 (KU)	Sustainable Landscape and World-Changing Technologies Jirayut Sapsopha CEO & Founder Bitkub Capital Group Holdings					Break	Green Product, How to avoid Greenwashing? Assoc. Prof. Dr. Rattanawadee Mungkung Managing Director of KU VGREEN					The Importance of Marine Ecosystems in Climate Change Asst. Prof. Dr. Thon Thamrongnawasawat (TBC) Associate Dean for Special Affairs, Faculty of Fisheries, Kasetsart University							

Training Schedule
KU Change Agent Readiness Executive Program “The Class One” Batch 2

No.	Date	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18.00 - 21.00
8	28 Jun 67	Leadership in Accordance with Legal and Sustainable Principles Prof. Dr. Kittipong Kittiyarak (TBC) Chairman of the Ethics and Sustainability Committee, Stock Exchange of Thailand, and True Corporation Public Company Limited						Break	Thai Industry Transformation Khun Jamras Sawangsamut Federation of Thai Industries						Building Systems, Building People, Creating Sustainable Mindset Change Dr. Saranthinee Mongkolsatran Innovation and Sustainability Planner Salee Color PLC.					
9	5 Jul 67	Sustainable Growth Strategies through Soft Power TBA						Break	Good Wealth and Well-Being in the Age of Climate Disruption Professor Emeritus, Dr. Kiatikun Nopawan (TBC) Advisor to the Royal Project, Royal Highness Princess Maha Chakri Sirindhorn						Transitioning to a Circular Economy: A Case Study of Thai Eastern Group Holdings Sineenuch Kokonutaphan (TBC) Managing Director, Thai Eastern Group Holdings Public Company Limited					
10	12 Jul 67	Securities Market Policy and Business Adaptation Strategies Dr. Soraphol Tulyasathien (TBC) Deputy Managing Director, Head of Organizational Strategy Planning and Head of Sustainable Capital Market Development, The Stock Exchange of Thailand (SET)						Break	Ascending to DJSI Peerapong Krinchai (TBC) Deputy Managing Director of CPF"						BCG-in-Action Project Dr. Nilswan Leelasamranee Managing Director, Thaitong OSOT (Thailand) Co., Ltd.					
11	26 Jul 67	The Emerging Idea of Green Bond TBA						Break	Thailand Taxonomy TBA						Quantum Computing in addressing Climate Change Issues Dr. Jirawat Tanapanit (TBC) Quantum Technology Foundation					
12	2 Aug 67	Continuous and Differentiated Growth Jaruporn Jaruksornkul (TBC) Chairman of WHA Group						Break	ESG in line with KASIKORNBANK Dr. Karin Boonleatvansit Vice President, KBANK						BCG-in-Action Project Assoc. Prof. Dr. Jirapol Jiyajantorn Faculty, Singapore Management University					
13	9 Aug 67	BCG-in-Action Project Competition												Break	Closing Ceremony				Farewell party	

Note: Schedules and speakers are subject to change without prior notice. (Updated December 26, 2023)