



PANYAPIWAT INSTITUTE OF MANAGEMENT Office of International Relations

# INTERNATIONAL ACTIVITIES 2021



### **#CHOOSEPIM**

**PIM** c 
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# Growing Into Infinite Possibilities

This year 2021, PIM deepened connections with likeminded organizations that prioritize creating impact towards the space of international education.

Together with global partners, PIM leveraged on opportunities coming from different directions and endeavored to create value to students who have

> been exposed to prolonged virtual learning, with many students suffering from technology fatigue.

From transforming international internships to a virtual platform and developing leadership programs built on advanced technology to close physical boundaries; international activities at PIM continued to be implemented with surprising progress.

Acting nimbly and prioritizing networking helped PIM to co-create the future of education and develop new standards of international education while ensuring proper health and safety measures.

### Dr. Usanee Kulintornprasert

Director, Office of International Relations

### **PIM's Office of International Relations (IR)**

PIM

PIM

IR develops and implements many of the Institute's international activities of which includes faculty and student mobility and industry attachments or internships. International cooperation is a high priority for PIM as it provides a platform for the growth through the exchange of ideas and innovation; and sharing of multicultural values and traditions.

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### CONTENT

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PIM At A Glance . The CP Connection . New Partnerships . Healthcare and PIM . Highlights NEW . V-Series . International College . NHL Stenden . Industry Partners . 2021 Scrapbook

### 2021 AT A GLANCE

AT PIM, THEORY AND PRACTICE ARE EQUALLY IMPORTANT

### 20,000 + STUDENTS

Close to 1,000 international students from more than 30 countries and territories

### **11 FACULTIES**

27 Bachelor Programs

### 1,000 + ACADEMIC AND MANAGEMENT STAFF

### 900 + ACTIVITIES

600+ online events





# The CP Connection

This year 2021, PIM deepened connections with like-minded people who prioritize creating impact towards the space of international education.

Together with global partners, PIM leveraged on opportunities coming from different directions and endeavored to create value to students who are have been exposed to prolonged virtual learning, with many students suffering from technology fatigue.

From transforming an annual international internship to a program held on a virtual space to developing leadership programs built on advanced technology to close physical boundaries; international activities at PIM continued to be implemented with surprising progress.

### PROGRAMS

- Agro-Industry Technology Management
- Automative Manufacturing Engineering
- Aviation Business Management
- Business Chinese
- Business Japanese
- Communicative English for Business
- Computer Engineering and AI
- Convergent Journalism
- Corporate and Brand Communication
- Food Business Management
- Hotel & Tourism Management
- Industrial Engineering
- Information Technology
- Innovative Agricultural Management
- International Modern Trade Business
   Management
- Logistics and Supply Chain Management
- Modern Trade Business Management
- Nursing
- People & Organization Management
- Real Estate and Facility Management
- Restaurant Business Management
- Robotics and Automation Engineering
- Teaching Chinese Language
- Teaching English Language
- Terminal and Estate Management
- Transportation Management

# **New Partnerships**

















**Woosong University** South Korea

Hankuk University of Foreign Studies South Korea

**Chinese Culture University** Taiwan

**Vocational Training Council** Hong Kong

**Sophia University** Japan

**University of Surabaya (Ubaya)** Indonesia

Haaga-Helia University of Applied Sciences Finland

**Liuzhou Vocational and Technical College** and **Guangxi LiuGong Machinery Co. Ltd.** China

# **Healthcare and PIM**

### Building human resources capability for CP Medical Center and The Aspen Tree at The Forestias

While recovering from the Covid 19 situation, PIM pushed forward to establish the School of Nursing in order to meet the requirements of the future projects of the nation through an increase in technical staff to assist in the vision of the country to remain a global top choice for medical and health care.

In preparation for the launch of the programs in Nursing, the training facilities and laboratories located at PIM EEC Campus were completed. Student recruitment has began and has been noted to be competitive with limited scholarships available for deserving candidates.



### PIM receives the Ambassador of Sweden at EEC Campus

### "Impressive vision and high quality facilities", H.E. Mr. Jon Åström Gröndahl as he commends PIM's integration to Thai society

As some of PIM's strong supporters are higher education institutions from Sweden, the Institute was honored to receive the representative and head of mission here in Thailand, H.E. Mr. Jon Åström Gröndahl on 25 March 2021. The first stop was to the 7-Eleven flagship store in the shape of a luxury yacht. Next, the Ambassador and his team was led to the PIM EEC Campus. During his visit, PIM leaders explained the short and long term goals including the direction towards health services, specifically in geriatric care. H.E. Mr. Jon honored PIM by planting some trees at the new PIM EEC Campus' garden.



### **Online Short Courses at PIM**

The annual face to face short courses arranged by PIM for several Taiwanese universities was moved to online platform this year. The content included economy and culture of Thailand, Basic Thai language, and a glimpse of the overall retail industry in Thailand.



### Fo Guang University, Taiwan

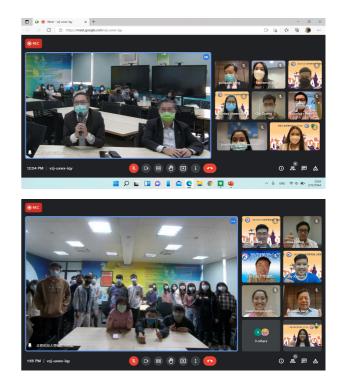
For Foguang University, PIM arranged two rounds on (1) 13 and 15 September, 4, 18 October and (2) 2, 9, 16, 23 November 2021. Seventy-four (74) students attended the online short course, coming from freshmen and sophomore years. President Mr. Jow-Fei Ho Ph.D. and Vice President Mr. Chao-Ming Fu presided over the opening ceremony.





### Cheng Shiu University, Taiwan

For Cheng Shiu University, PIM arranged the annual short course over the Zoom platform on 2, 9, 16 December 2021. The theme was Thailand Business Introduction. Forty (40) attended. Vice President Dr. Shuenn-Ren Cheng opened the program. The main focus of was the overall business and economy of Thailand including "Insight Of CP Group", "Overview of Thailand and Thailand Business" and "Overview of Retail Industry & Online Site Visit to 7-Eleven Stores". At the end of the program, Cheng Shiu University officials confirmed participating in next year's short course.



## HIGHLIGHTS OF 2021 International Career Opportunity (ICO)

### Two PIM students selected as new employees of USbased restaurant chain

Panyapiwat Institute of Management (PIM) together with Thai Cottage restaurant, Texas, United States, held a cooking competition called "International Career Opportunity: PIM X THAI COTTAGE".

The aim of the competition was to select two exceptional students to join the restaurant chain as full time employees. After a preliminary selection round, which was based on the cooking video created by numerous participants; eight students were drafted to the final round. Two students were then selected to work in USA for 5 years."

PIM invited 4 judges including Ms. Puangpetch Nitayanont, Dean, Faculty of Food Business Management, Mr. Anuchit Saengon, Head of Program, Faculty of Management Sciences, Mr. Tony Lovell, Corporate Business Planning, CPF, and Mr. Nuti Hutasingh, Food Technologist.



### HIGHLIGHTS OF 2021 International Career Opportunity (ICO)

## Fourth Batch of engineering students join internship at Kitakyushu Prefecture, Japan

PIM continued the ongoing internship and work opportunity with several companies based in the province of Kitakyushu, Japan. The program includes several activities starting with the Japanese language preparation, internship, and the eventual hiring as full-time employees. This year, the internship was redeveloped to be delivered online. Seven students participated in the 3-month internship program from February to April. After the completion of their internships, the seven students may qualify for employment in Japan once the health and safety restrictions are lifted.



### Hackathon with Seneca College, Canada

In December 2021, IC I-SA in collaboration with New Energy Nexus, Solution Creation by PTTGC and Seneca College, hosted the first International Virtual Hackathon under the theme of "From Covid to Climate: Joining the Race to Net Zero Emissions".

IR assisted this milestone event by connecting Seneca College, Canada as a co-collaborator.

A total of 45 teams applying from Thailand and Canada. 10 teams were selected to continue on the final round.

The winners were:

First Place: **Team Say No to CO2** Second Place: **Team Shizen** Third Place: **Team Reusable** 



## **TCL Electronics Thailand**

### TCL Electronics team up with PIM for Interns

On 26 March 2021, TCL Electronics (Thailand) Co., Ltd. led by Mr. Lyu Gang, Managing Director, and his team visited PIM to discuss about cooperation including receiving interns to support the company's expansion.

Over 90 students from PIM joined this program who were all eager to learn about the TCL Electronics Thailand internship program.

During the forum, Mr. Lyu expressed that it was in 2020 that TCL Electronics Thailand acknowledged the potential of PIM interns who all have exceptional ownership skills and are hard-working. He added that in 6 May 2021, the main office of TCL Electronics Thailand approved to proposal to accept more interns from PIM. This has resulted in the selection of more PIM interns from the Faculty of Liberal Arts, Business Chinese major.

Twenty-one students were accepted into the TCL Electronics Thailand internship program which ran from May to August 2021.







## **Online Knowledge Sharing**

# 2021 China-Asean Vocational Education Exhibition and Forum

#### hosted by Guangxi Polytechnic Of Construction, Nhangnhing City, China on 27 – 28 September 2021

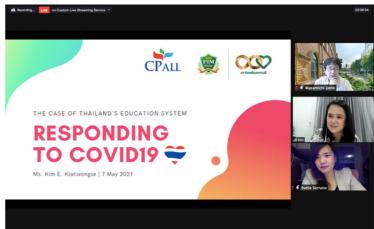
Mr. Adisorn Wongjittapoke, Executive Director, Office of President and Sustainability Management represented PIM as a speaker and mentor, giving suggestions to the participants from ASEAN countries.



## Webinar on Education in the New Future: Evolving Landscapes and Changing Dynamics

#### hosted by UP Los Banos and UP Manila, Philippines on 7 May 2021

Ms. Kim E. Kiatiwongse, Assistant Director, IR served as resource speaker sharing how Thailand's education system responded to Covid19, giving specifics lifted from the case of PIM. The event had over 300 participants.



# V - SERIES

# V-LED V-Seminar V-Exchange Virtual Interns V-Cooking Class V-Visiting Program



# P M V-LE

#### Virtual Leadership Entrepreneurship Development

V-LED is a virtual short course for university students that can supplement current coursework. This program was developed in response to the global pandemic that hindered many of our international and mobility activities. Students from partner networks had learned about CP conglomerate business, virtual company visits, Thai language, virtual cultural tour, and had an opportunity to present the latest business strategy in their countries to our CP executive team. They also had an opportunity to exchange culture, ideas, as well as friendships with new friends from different countries. Five episodes (EP. 1-5) have been implemented since 1 September 2020.

#### TOTAL 162 participants 45 universities 26 nationalities



Logistics during **Covid 19 Situation** 

7 Nationalities 12 Universities 29 Participants

#### **Innovative Agriculture**

10 Nationalities 13 Universities **39** Participants

#### **Health & Wellness**

12 Nationalities 15 Universities 28 Participants

#### **Readiness to Silver Economy**

14 Nationalities 12 Universities 25 Participants

#### **Startup Business with** Sustainable **Development Goals**

**18** Nationalities 16 Universities 41 Participants



#### Lac Hong University, Vietnam



Ateneo De Davao Universitu, Philippines



Pujiang Nanjing, China



Vocational Training Council (VTC), Hong Kong



NHL Stenden, Netherlands



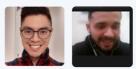


Wuerzburg Schweinfurt, Germanu

DHBW, Germanu



Myanmar Noble University, Myanmar



Melbourne Polytechnic, Australia



Soka University, Japan



Vincent Pol University, Poland



# V-SEMINAR #1





HÖGSKOLAN I BORÅS



In 8, 22 and 30 April, Panyapiwat Institute of Management (PIM), together with University of Boras, Sweden, Kansai University, Japan, and University College Leuven-Limburg (UCLL), Belgium, arranged Virtual Seminar (V-Seminar) for 30 PIM's students and 8 students from PIM's partners universities.

On 8 April 2021, the topic "Branchless banking and payment system in Asia, Africa, and Europe" was delivered by Dr. Klas Hakan Alm, Assistant Professor and Program Director, International Business and IT Program, University of Boras, Sweden. His talk covered issues on access to basic financial transactions and credit with bankless payment services across the world.

On 22 April 2021, Dr. Keiko Ikeda, Vice-Director, Institute for Innovative Global Education (IIGE) and Professor, Division of International Affairs, Kansai University Kansai University, Japan was V-lecturer for "Intercultural Communication" which covered communication across different cultures and social groups.

On 30 April 2021, Mr. Tim van Tilt, Lecturer, Department of Business Studies of the University College Leuven-Limburg, Belgium, was the special guest lecturer. He discussed "Sustainable transition in Europe: The EU Green Deal".









Seneca

PIM and partner, Canada's Seneca, College held a hospitality-specific V-Seminar about human resources management (HRM) on 13, 17, and 20 May 2021.

Sixteen students from PIM's Hospitality and Tourism Management (HTM) and Communicative English for Business (CEB) programs were nominated to participate in V-Seminar # 2.

Seneca's key expert, Dr. Heather Laver, Professor and Hospitality Coordinator, School of Hospitality and Tourism served as primary V-lecturer and facilitator of group activities.

The first session covered an overview of HRM while the second session focused on orientation and onboarding of employees.

The third and final session welcomed a guest speaker, also from Seneca, Ms. Debra Watkinson. Ms. Debra tackled the issues on human resources today and shared her ideas on the trends of the future of working in the hospitality sector.

The participants from PIM gave excellent feedback on the session, noting how informative and enjoyable all three sessions were.

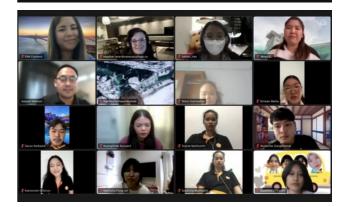


#### HISTORY OF H/R

- Industrial revolution in Canada 1860 1870 Farmers, fishing and independently
- Revolution moved to cities, factory work, dangerous and poor
- wages Unions
- 1960 1970
  - Wage discrimination was made illegal, CPP and mater and health / safety. Computer systems being used in HR ernity leave
  - 1980
- HRIS added more data recorded 1990 – 2000
- Internet diverse workforce benefits
- Today

Seneca





# V-SEMINAR #3



### 4, 24, 26 AUGUST 2021

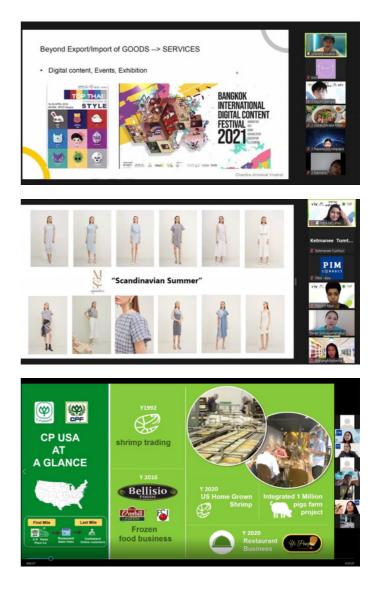


The V-Seminar #3 turn out was the highest to date with each session attracting over 100 participants representing international students from iMBA, iMTM, Communicative English for Business (CEB), Hospitality and Tourism Management (HTM), Food Business Management (FBM) and Aviation Business Management (AVI). The sessions also included international interns at PIM's Office of International Relations coming from Soka University, Japan and Vocational Training Council, Hong Kong.

On 4 August, Mrs. Kwanta Sirivajjanangkul started off with a lively talk about the Luxellence Center, its activities, and the new line of clothing the center is launching.

While on 24 August, Mrs. Chantira Yimreivat Vivatrat, Former Director General, International Trade Promotion, Ministry of Commerce, Royal Thai Government and now adviser to PIM in the topic discussed the hot items that Thailand is known to export to nearby countries.

The final session on 26 August was much anticipated, covering CP's Role in the US Food Industry. Ms. Sirirote Sripakdee, Assistant Vice President, US Operations took the participants through a virtual tour in some of CP's acquisitions such as Bellisio and Overhill Farms based in the US. She also talked about the first CP restaurant in Houston called Yi Peng.



# VIRTUAL Exchange

#### FACULTY **x** STUDENTS INTERACTION

Building on the success of previous implemented programs between PIM and several partners arranged a virtual exchange among faculty and student. The key objectives of the virtual student exchange are to share business knowledge and from different parts of the world while giving the students a platform to develop new networks.



**VTC, Hong Kong x PIM** Over 60 participants from Hong Kong, Thailand, Cambodia, and Myanmar

#### **Topics Covered:**

Lecture 1: Business in Hong Kong Lecture 2: Cross Cultural Practice in the Business World **Date:** 18 June 2021



#### Haaga Helia, Finland x PIM

Over 60 participants from Finland, Australia, Thailand, Cambodia, and Myanmar

#### **Topics Covered:**

Lecture 1: About Haaga Helia, Life Story, Leadership in Multicultural Environment Lecture 2: Followership: The Reverse Side of Leadership **Dates:** 27 September and 4 October 2021



VIRTUAL Exchange

#### **STUDENT-LED WORKSHOPS**

PIM-IR also facilitated online programs carrying the aim of creating a space for PIM students to interact with students from partner universities, particularly in Japan and Vietnam.









Ehime University, Japan
 Date: 10 August 2021
 Participants: 1 professor, 5
 students from Ehime University
 and 8 students from PIM



#### 2. Osaka Prefecture University and Osaka City University, Japan

Date: 24 September 2021 Participants: 9 students from Osaka Prefecture University, 7 students from Osaka City University, 11 student from PIM, and 5 observers

**3. FPT University, Vietnam** Date: 8 December 2021 Participants: 5 professors and 20 students from FPT University and 21 students from PIM





In line with PIM's work-based education model, the IR team hosts interns matriculating from partner universities, from time to time. In 2021, PIM welcomed the following interns from Japan's Chuo University, Sophia University, and Hong Kong's VTC.



- 1. AKIYAMA Mali, Chuo University, Japan
- 2. SHEN Haoyang, Soka University, Japan
- 3. Al Danni, Soka University, Japan
- 4. ITO Misaki, Soka University, Japan
- 5. MARUYAMA Kiyonobu, Soka University
- 6. Ms. Navjot Kaur, VTC Hong Kong
- 7. Mr. Tung Pui Tam, VTC Hong Kong
- 8. Ms. Saina Tamang, VTC Hong Kong

Here's what Mali Akiyama has to say about her experience at PIM which was featured in her university magazine.



# Mali Akiyama

What must I do when I'm a student?

This was question I had three years ago to a salary man. He answered, saying that he regretted not meeting enough people and that he should have broadened his network. He added that having friends in many places will help you achieve your dreams.

I didn't understand what he said then, but now I do.

When our lifestyles changed drastically due to the pandemic, online became the tool ti have new friends from all over the world.

Joining PIM's virtual internship helped me understand why Thailand is the land of smiles. I learned the true meaning of global because none of the participants were native English speakers and yet we were able to understand eachother and become friends.

I appreciate the people behind the scenes, I admire them and would like to be global just like them.





In August 2021, three Students from VTC, Hong Kong and four Students from Soka University, Japan. They also actively participated in a PIM Food Academy virtual cooking class, where students prepared Pad Thai and bananas with coconut milk from their own homes.





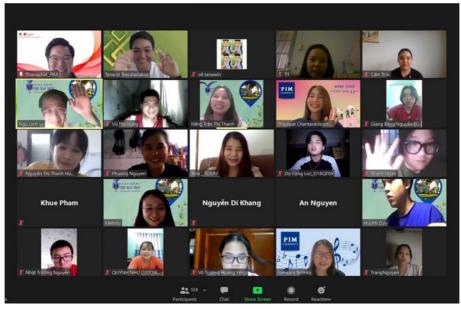
# V-VISITING PROGRAM

V-Visiting programs were created to overcome the physical challenge of arranging knowledge sessions.

IR re-developed its standard visitor program by creating a virtual platform to deliver the introduction of the CP Group and PIM.

In 2021, the program was well-received by three (3) partner universities in Vietnam:

- Thu Dau Mot University on 7 September 2021 with 237 students
- FPT University on 8 Dec 2021 with 20 students
- Lac Hong University on 16 Oct 2021 with 324 students



Thu Dau Mot University on 7 September 2021 with 237 students



FPT University on 8 Dec 2021 with 20 students



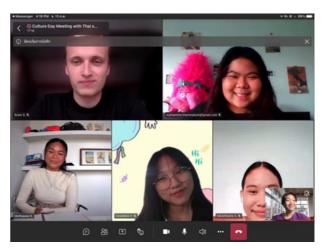
*In cooperation with Panyapiwat Institute of Management (PIM)* 

Due to the Coronavirus situation, Stenden Thailand has made the transition to an entirely online format for classes activities, since March 2020. NHL Stenden Thailand to properly organise and make the most of online learning with the support of PIM, our partner university in Thailand.

The activities organised with PIM involved students from the Communicative English for Business course, Faculty of Liberal Arts. NHL Stenden students, from Digital Marketing in Asia programmes, and CEB students (generally first and third year) participated in cultural discussions via Microsoft teams on the dates listed below:

- 15 February 2021 (12 PIM students)
- 13 September 2021 (15 PIM students)
- 22 November 2021 (8 PIM students)







#### NHL Stenden Thailand Event Management 2 students organised and participated in several online activities with PIM students, such as:

- Around the Globe held on 11th and 13 Jan 2021
- Eurafrasia cooking workshop on the 27 May 2021 held at PIM Food Academy
- Culturama held on 14, 16, and 18 June 2021

Live Thai Cooking Workshops were offered students with the help of PIM Food Academy. The virtual cooking classes were excellent ways to introduce students to different parts of Thai culture. PIM's very own Iron Chef Mr. Wootisak (Nor) Simhong guided the participants. The students were able to ask Chef Nor questions in real time.

Last year, the virtual cooking class took place during the following dates:

- Friday 12 March 2021
- Monday 4 October 2021
- Monday 6 December 2021



*In cooperation with Panyapiwat Institute of Management (PIM)* 



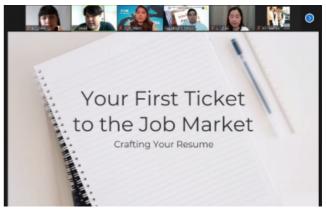


# ED-GO

IR launched ED-GO (English Development for Global Opportunity) in collaboration with several faculty to assist in preparing PIM students for the real workplace. ED-GO is an afternoon workshop that simulates situations such as job interviews. The program also includes tutorials on building a strong resume and shares the basics of writing professional e-mails.

In 2021, students from the following faculties joined IR's ED-GO sessions:

- 1. Innovative Agricultural Management
- 2. Management Science
- 3. Creative Educational Management





# IR CAFE

This activity aimed to create a space for students to develop conversational skills through a 4 week program.

The IR team developed a pilot program that aim enhanced the confidence of students while also developing their critical thinking skills, which is important when carrying a conversation.

The first batch of students were pre-selected by the Faculty of Creative Educational Management.





# INTERNATIONAL COLLEGE



**66** Our college aims to support students building diverse skills requirement in the 21<sup>st</sup> century 99

Assistant Professor Veerisa Chotiyaputta, DBA Deputy Dean International College IR supports PIM's International College (IC) by actively seeking university partners that are equally keen to send faculty and students for short periods of academic exchange.

The year 2021 was marked with several online activities such as VLED, Virtual Internships, and Virtual Seminars. Students from both bachelor (iMTM) and master (iMBA) programs participated as cofacilitators of knowledge exchange while some talented students were also given the opportunity to moderate sessions.

In addition, IR is responsible for handling international visitors during events and other activities, such as the launch of IC's International Startup Academy.



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## 2021 SCRAPBOOK

**UBAYA-PIM** 

Nithi Nithilawan

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www.pim.ac.th

INTERNATIONAL WEBINAR

Covid-19 Pandemic and

The Study of Adaptability of

Private Organization in Thailand

0



SPECIAL SHARING ON

Creating new opportunities for senior care business and the related regulations

JUNE 22 | 14.00-15.30 PM VIA ZOOM

DR. GENGPONG TANGAROONSANTI DIRECTOR OF GERIATRIC HOSPITAL AND REHABILITATIO CENTER CHERSERY HOME INTERNATIONAL DIRECTOR OF THAI SENIOR HEALTH SERVICE AND TRADE ASSOCIATION (SHSTA)

JOIN OUR SHARING: SEND YOUR E-MAIL TO PIM CONNECT INBOX



FACEBOOK: PIM CONNECT PIM



"Intercultural communication"

- Dr. Keiko Ikeda, Kansai University, Japan



PIM





FREE & EXCLUSIVE

Monday, 6 September 2021

ern Indonesian Time (WIB)

13.00 - 14.30

bit.ly/ubaya-pim1

REGISTRATION

🗑 fbe.ubaya.ac.id 🛛 🎯 @fbeubaya 👍 FBE UBAYA

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29 UP NEXT ON PIM CONNECT

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"Sustainable transition in Europe: The EU Green Deal"

- Dr. Tim Van Tilt, UCLL, Belgium

PIM

Prepared by

### Office of International Relations Panyapiwat Institute of Management

85/1 Thanon Chaeng Watthana Pak Kret District, Nonthaburi 11120

