



PIM's Junior Inter. Club #4

CP ALL PCL is opening its doors at various subsidiaries to junior high school students.

Background:

Panyapiwat Institute of Management (PIM) is pioneering the Work-Based Education (WBE) in Thailand. The fundamental objective of WBE is to give university graduates a head start in their careers. WBE Gives University graduates not only the academic theories necessary for the professional career but also gives them an opportunity to apply these theories in a real work environment. PIM is always researching new ways to engage high school students to better understand the expectations of the new generation of future managers and leaders. **“PIM's Junior Inter. Club”** is one of such initiatives designed exclusively for International Schools in Thailand.

Objectives:

- To engage High School students in networking operations of CP ALL PCL and Subsidiaries
- To educate High Schools students in the power of networking
- To promote Work Based Education of PIM, the corporate university of CP ALL PLC
- To introduce students to the real working environment
- To show the importance of a multi lingual workforce (Thai, Chinese, English, German, etc)
- To show variety in the career through company visits, office settings, and distribution centers

Target: Thai and International high school students in the Bangkok area, grades 11 and 12

Number of attendants: 40 Students

Criteria for attendant's application:

Write an essay about “My dream convenience store” with 350-500 wordings.

Theme of Program:

- 1) Study and work the highlight programs with the departments of international network.
- 2) Opportunity for company visit from each international network companies.

Students Tasks:

Each student will be assigned

- 1) Summarize content of meetings and activities.
- 2) Participate in various department meetings and activities.
- 3) Report and present experience in CP ALL, including lessons learned, and experience gained at the end of the specified period.

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Program:

Total of two weeks including study & work in the office, company visits and presentation.

Week 1	December 12, 2016	December 13, 2016	December 14, 2016	December 15, 2016	December 16, 2016
08.00 am. - 12.00 am.					
<u>Orientation day:</u> Learn about • CP GROUP • CP ALL • iMTM	<u>Modern Trade Business Management:</u> • Lecture : Modern Trade Business Management • Workshop “My Store”	<u>Company Visit:</u> • Lecture : Logistics and Supply Chain Management • Workshop “Beer Game”	<u>Strategic Marketing Management :</u> • Lecture : Strategic Marketing Management	• Lecture : Food Product Management	
01.00 pm. – 04.30 pm.					
• GO GAME	• 7-11 Store Tour • Site Visit **MAKRO**	• Site Visit **CP ALL Distribution Centre** (at Mahachai)	• Workshop “Inside out: brain energizing”	• Workshop : Food Business Management	

Week 2	December 19, 2016	December 20, 2016	December 21, 2016	December 22, 2016	December 23, 2016
08.00 am. - 12.00 am.					
<u>AVI:</u> • Aviation Business Management	<u>International Relations Networking</u> • China • Korea • Japan • German & Guest Speaker	<u>Company Visit:</u> • Lecture : Digital Marketing • Workshop	<u>Cultural Activities</u> • Japan “Origami” • China “Chinese paper cut”	• Presentation to CP ALL’s Executives (10 minutes : 1 person)	
01.00 am. – 04.30 pm.					
<u>AVI:</u> • Workshop	• Site Visit ** TAN LAND **	• Site Visit **Orami Company**	• Recap and summarize the CP ALL’s Experience • Preparation for Presentation	• Certification (Scholarship from PIM)	

Note: the program above is a sample, schedules may vary