

# APAC TVET FORUM 2022

**ReBoot . ReThink . ReShape**

4 SEPTEMBER 2022



# Developing People through Education: the Case of CP ALL

## Thailand

**PHORNVIT PHACHARINTANAKUL**  
Senior Vice President for Academic Affairs  
Panyapiwat Institute of Management  
Thailand



# ESTABLISHED 1921 IN THAILAND AS A SEEDING TRADING STORE

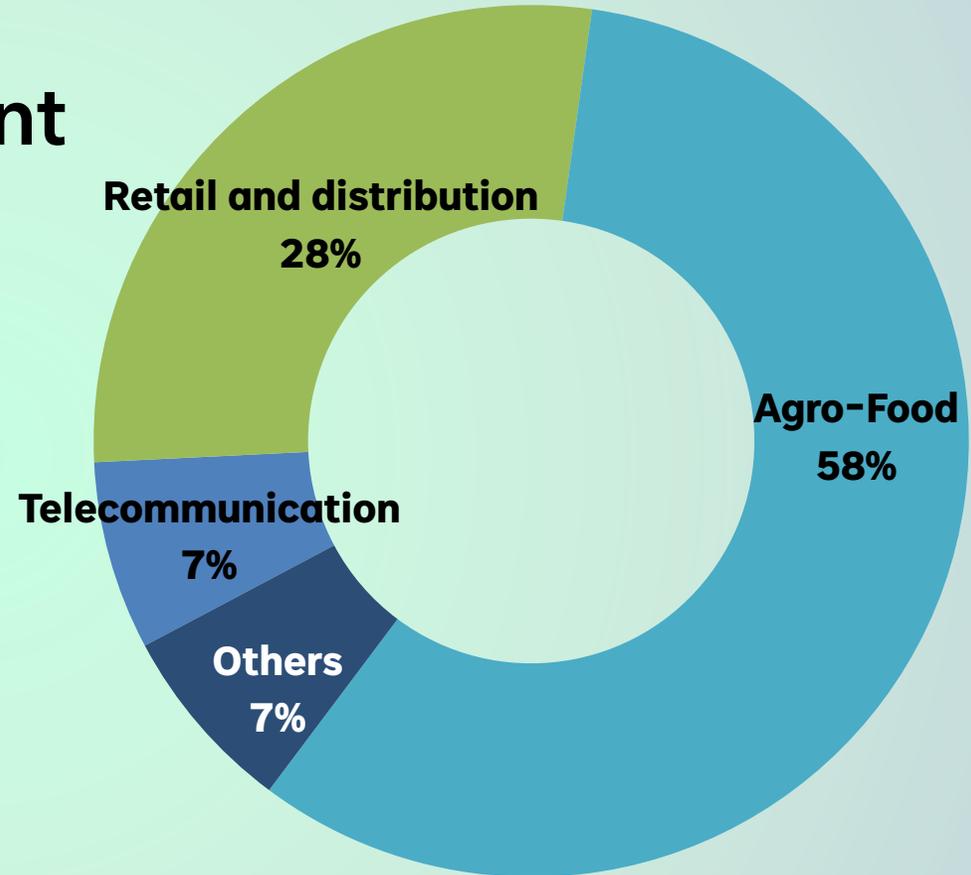
**14**  
**MAIN BUSINESS**  
**GROUPS:**



## Revenue contribution: business groups

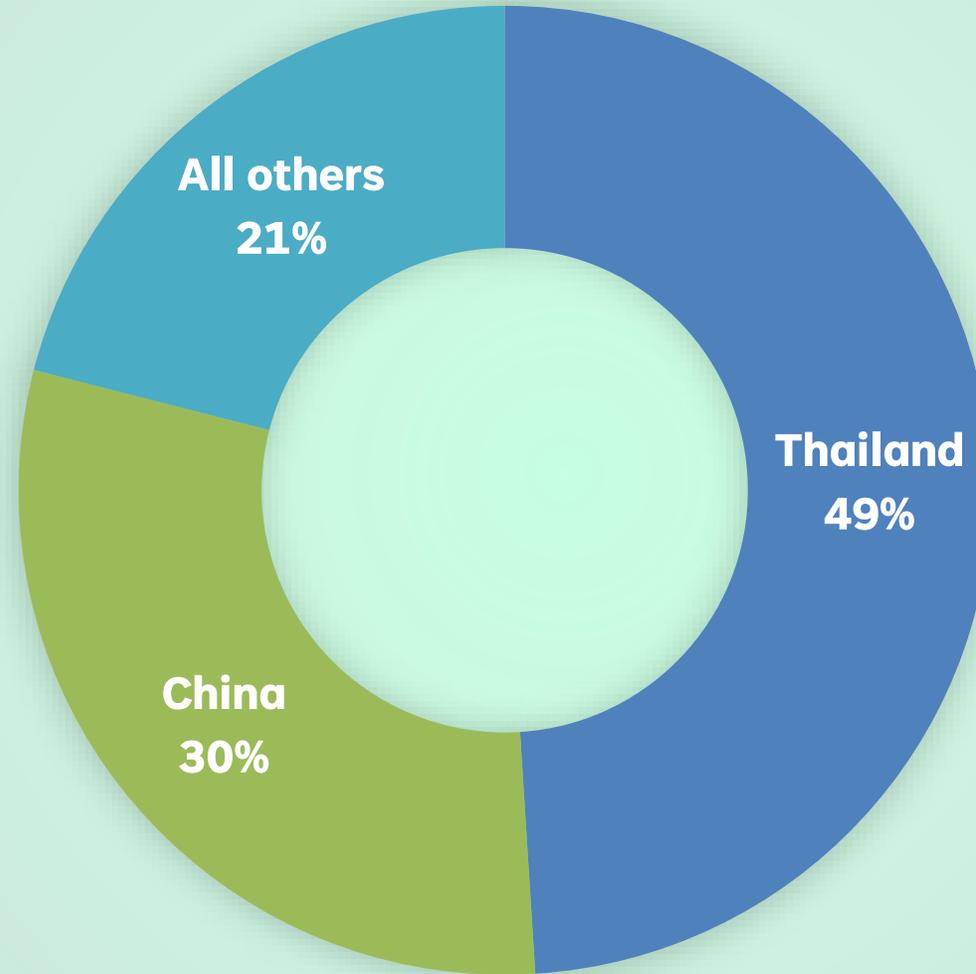
International presence: present in 35 economies with investment in 21 of them

Revenue (2020): US\$ 65 bil.



2020 Revenue: US\$ 65 bil.

# Revenue contribution: geographical markets



2020 Revenue: US\$ 65 bil.

# 360,000

STAFF MEMBERS  
WORLD-WIDE (2020)



# MAJOR LEGAL ENTITIES, THAILAND

CPF : Agro-food



Retail and distribution



Telecommunication





ESTABLISHED 1989, convenience store 7-Eleven

MARKETS: Thailand, Cambodia, Laos

STORES: 13,520 (as of Aug 2022)

STAFF MEMBERS: 190,000 (as of July 2022)

New Staff Members Joining Per Year: 60,000

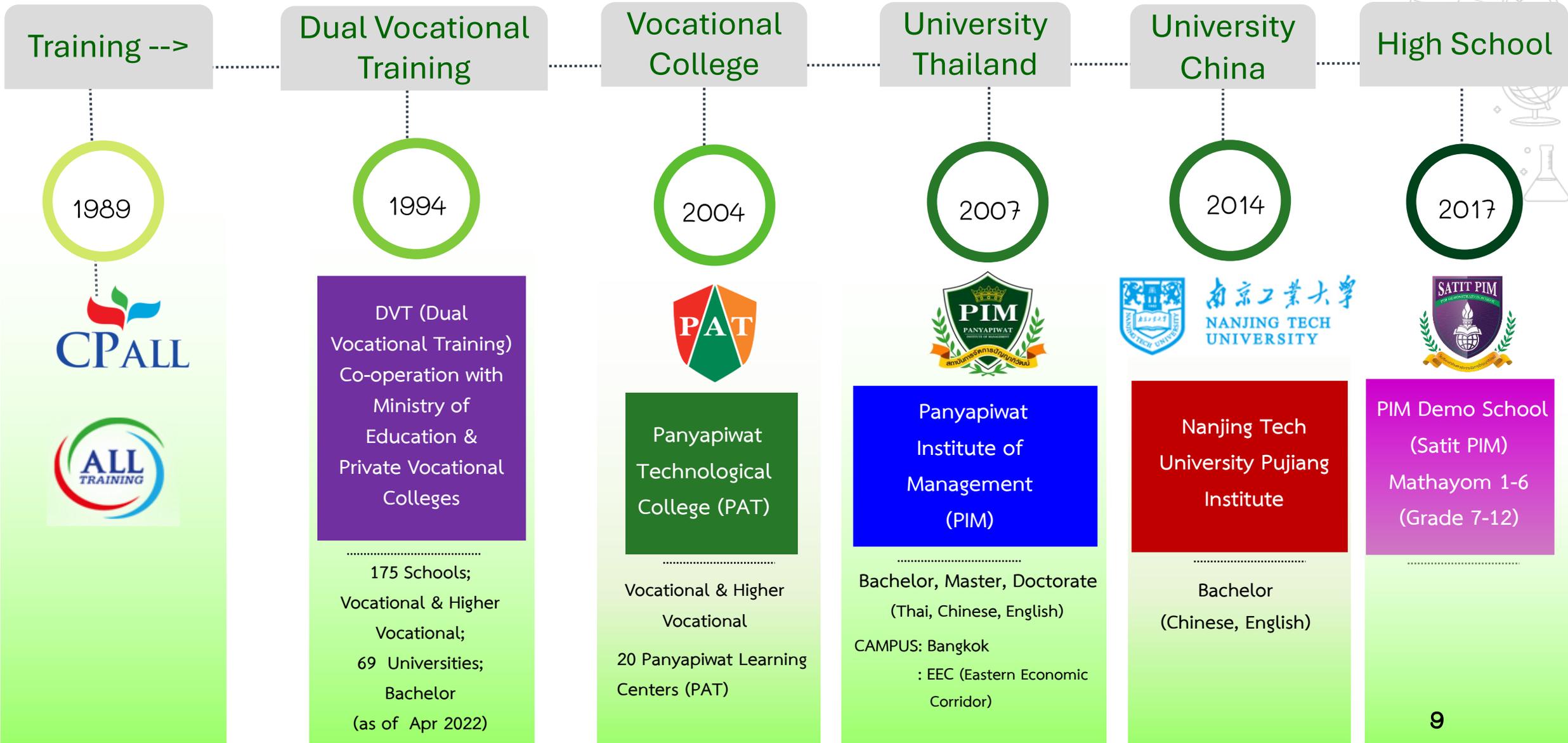
Main education and credentials:

Skills : Vocational Level

: University Level



# EDUCATION/TRAINING INSTITUTES FOUNDED BY CP ALL



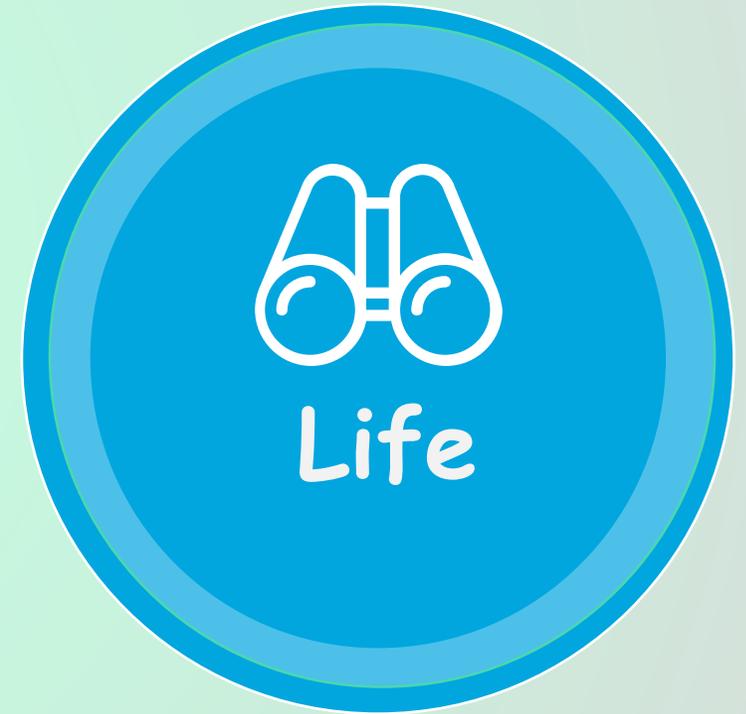
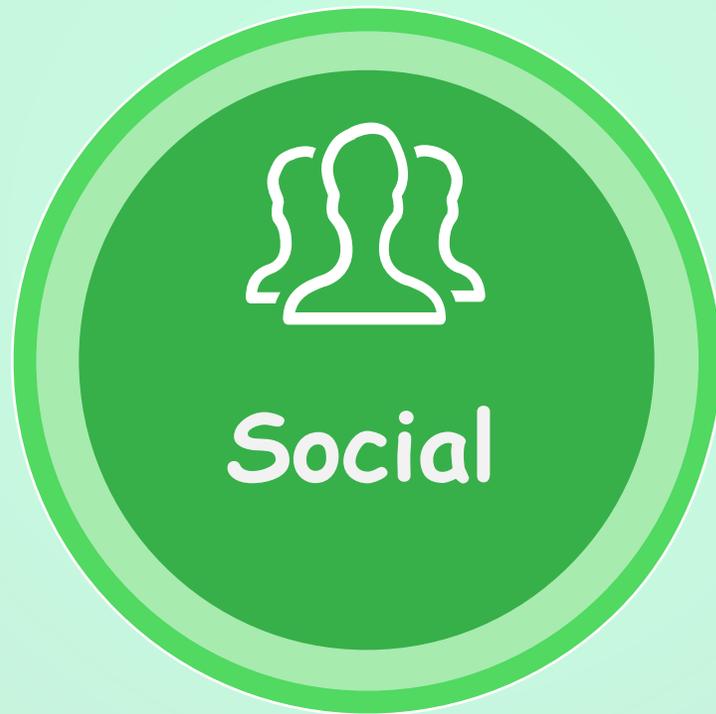
# DEVELOPING PEOPLE:

# WHAT AREA ?



# ESSENTIAL SKILLS:

**STUDENTS** ► **CORPORATE STAFF MEMBERS**

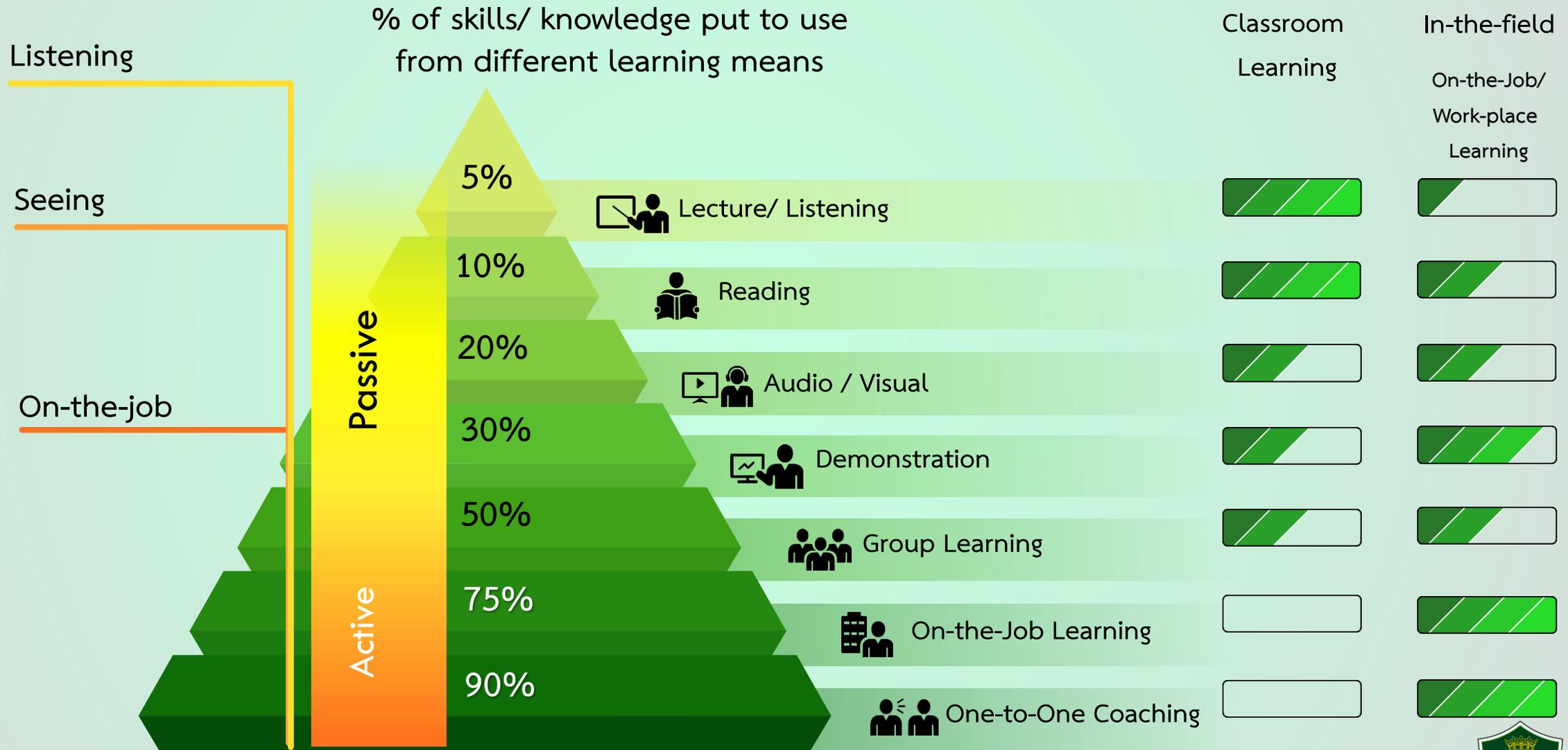


# DEVELOPING PEOPLE:

# HOW?



# METHOD OF LEARNING/TRAINING & RESULTS

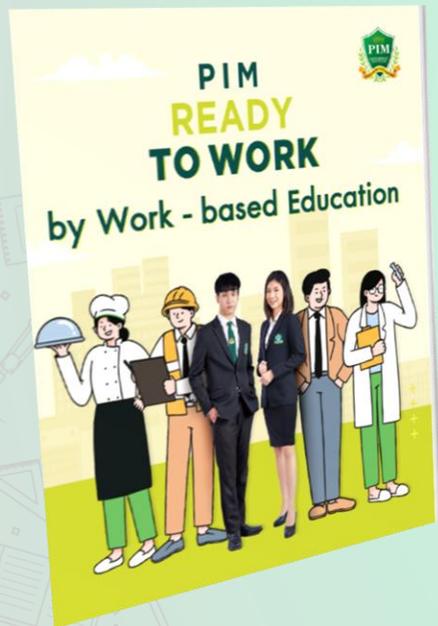


# Work-based education

Work-based learning

Work-based teaching

Work-based researching



**Time spent & grade earned:  
between education institute & work-place  
(of 4-year bachelor degree course)**



- **Time spent at work-place: 40-55%**
- **Grade earned from work-place: 15-20%**

# Major components and management of **WORK-BASED EDUCATION**

## ► Curriculum

### \* “Classroom”

- Approved by university council and ministry of higher education
- Four-year program (under-graduate)

### \* Work-place

- Curriculum drawn up after consultation with training companies
- Follow up on the execution of practical work-plan



## ► Communication of work-based education

### \* Teacher / Trainer

- Benefit of work-based learning
- Clarification of meaning and purpose of work-based education

### \* Student

- Career counseling
- Academic counseling
- Work-based education method
- Availability of service of mentor to help students' adaptation



## ► **Communication of work-based education (ctd.)**

\* Parent

- Purpose and outcome of work-based education
- Academic counseling
- Career counseling
- Teaching/learning method



## ► Mentor

### \*Roles and responsibilities

- Clarification of learning method to students
- Adjustment towards professional life
- Co-ordination among trainers, students and work-place
- Counselor on practical work
- Development of work-place curriculum
- Developing potentials of students (e.g.by training)
- Career development for students



## ► Student assessment

\* by teaching staff

- Learning performance in classrooms
- Analytical ability
- Self expression ability
- Presentation ability
- Characters
- Human relationship skills



## ► Student assessment (ctd.)

\* by academic advisors

- Characters
- Life skills
- Sense of responsibility
- Human relationship skills

\* by trainer and supervisor (at work-place)

- Sense of responsibility
- Performance output
- Characters
- Self expression and presentation skill
- Initiative
- Human relationship skills



- Decision making ability
- Leadership
- Communication skills
- Life skills
- Discipline

## ► Action to be taken after assessment

- \* Additional training to get students ready for real life work
- \* Curriculum content revision



# Financial assistance to students

- ▶ Admission: opportunities for students from marginal social situation -- > rural areas
- ▶ Tuition fees: almost all free through-out study period
- ▶ Per diem during internship



## **Post-graduation employment** **(example: at 7-Eleven store or other CP ALL units)**

- ▶ Appointment at starting management level
- ▶ Fast track to higher level for talents
- ▶ Offer of regular company's on-the-job training courses
- ▶ Store business partner: favorable programs for employees

# Innovation

- ▶ Part of job performance during study and working tasks
- ▶ Focus on “innovation” thinking during study and working time
- ▶ Part of curriculum and teaching



# CP ALL's & PIM's Campaign towards Innovation



President Award



7 Innovation Award



Faculty of  
Business  
Administration  
Innovation  
Center



Process Excellence  
Award



BA Innovation DNA



# The World's Most Innovative Companies 2018



	Rank	Company	Country	12-Month Sales Growth	Innovation Premium
	#1	ServiceNow	United States	39.02%	89.22%
	#2	Workday	United States	36.07%	82.84%
	#12	Unilever Indonesia	Indonesia	2.25%	63.91%
	#14	Celltrion	South Korea	45.25%	62.3%
	#23	CP ALL	Thailand	12.67%	57.32%

# IP Registration 2007-2022 (PIM students)

**Patents: 20**

**Copyright: 52**

**PEOPLE “ DEVELOPMENT ”**



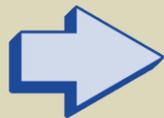
**VS**

**PRODUCT “ PRODUCTION ”**



# Production of Goods

Input

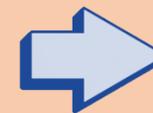
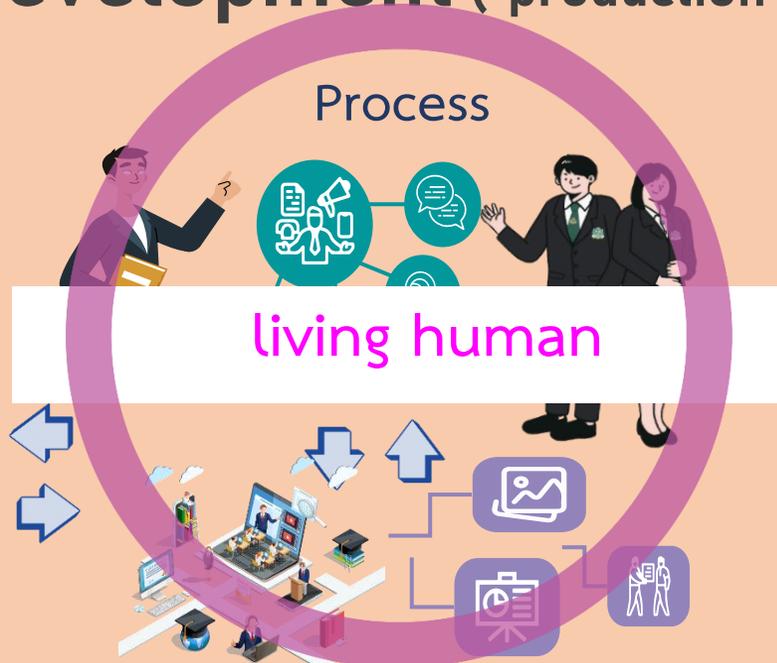
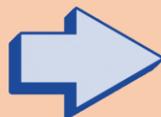


Output



# People Development (“production” of “graduate”)

Input



Output



# THANK YOU



[www.pim.ac.th](http://www.pim.ac.th)

 [pimfanpage](#)

