



**CO-OPERATIVE REPORT**

**INTERN AT PRESTIGE EDUCATION (THAILAND) CO., LTD.**

**WRITTEN BY:**

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**This report is submitted in partial fulfillment of the requirements of Co-operative education. Faculty of Business Administration, Academic Semester 2/2024**

**Siam University**

**Title:** Intern Report at Prestige Education (Thailand) Co., Ltd.

**Credit:** 5

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**Academic Advisor:** Dr. Chutimavadee Thongjeen

**Degree:** Bachelor of Business Administration

**Major:** Finance and Investments

**Faculty:** Business Administration

**Semester/Academic Year:** 2/2024

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2024.

Oral Presentation Committees



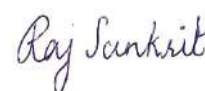
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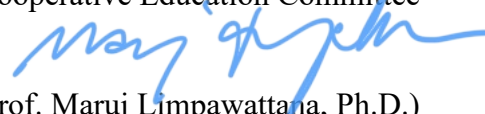
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### ABSTRACT

Together with Kathmandu College of Management, this internship was finished to partially satisfy the criteria for Siam University's BBA degree. This report's primary goal is to provide thorough information about the internship experience that was completed during the 16-week term. I was onboarded by Prestige Education (Thailand) Co. Ltd., an Education Consulting Firm in Bangkok, as an intern on a contract from 17<sup>th</sup> February.

This report is a reflection of my internship experience with Prestige Education (Thailand) Co., Ltd., an international student admissions consulting firm dedicated to Bangkok academic institution admissions. During the internship, I was able to gain experiential learning in student recruitment, handling applications, and cross-cultural communication. I assisted in coordinating orientation sessions, processed queries from students, and coordinated communications with partner schools to ensure easy arrival for students. The internship provided superb insight into how an international education consultancy works, broadened my knowledge of the Thai education market, and enhanced my interpersonal and professional skills within a multicultural environment.

**Keywords:** International Student Admissions, Student Recruitment, Cross-Cultural Communication, Education Consultancy

## ACKNOWLEDGEMENT

I would like to thank Siam University and Kathmandu college of Management from the bottom of my heart, as they have provided us with the opportunity to apply our knowledge in reality through cooperative education. During my internship, I derived great pleasure and satisfaction in working as an intern. I acquired new experiences and skills from this internship, which has shaped my personality and helped me grow as a person."

Most importantly, I would like to express my gratitude towards Prestige Education (Thailand) Co. Ltd. for admitting me to such a good company of theirs and providing me with the stage to hone my skills and also, at the same time, work on creating skills while committing mistakes and learning even more. I thank my supervisor, Ms. Nannapat Sornkhao, and all of my co-workers for their co-operation during my co-op internship.

I would also like to thank my co-op advisor and academic supervisor, Dr. Chutimavadee Thongjeen for her constant guidance, encouragement, time, and efforts leading me to make this report perfect. Without her support, this report would have lacked completeness. This internship is accomplished with a lot of unforgettable learning moments and this experience not only helped me acquire professional skills, but also interpersonal, technical, and social skills.

Thank you,

Sincerely,

Sujal Tamrakar

Student ID: 6408040069

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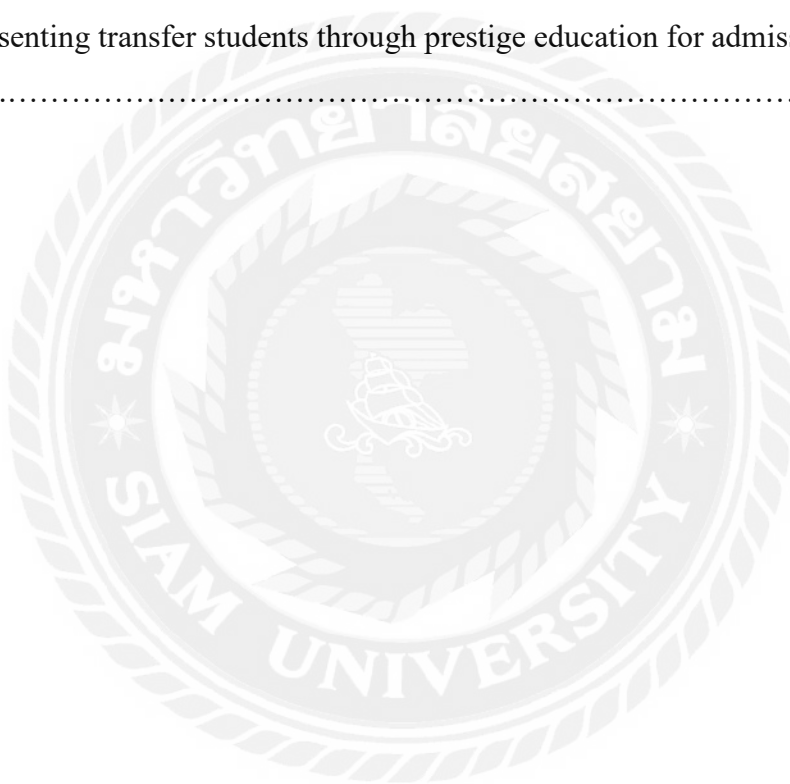
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## LIST OF ABBREVIATION

CRM - Customer Relationship Management

SWOT - Strengths, Weaknesses, Opportunities, Threats

PESTEL - Political, Economic, Social, Technological, Environmental, Legal

PDPA - Personal Data Protection Act

GA – Global Academy

KCM - Kathmandu College of Management





## CHAPTER 1

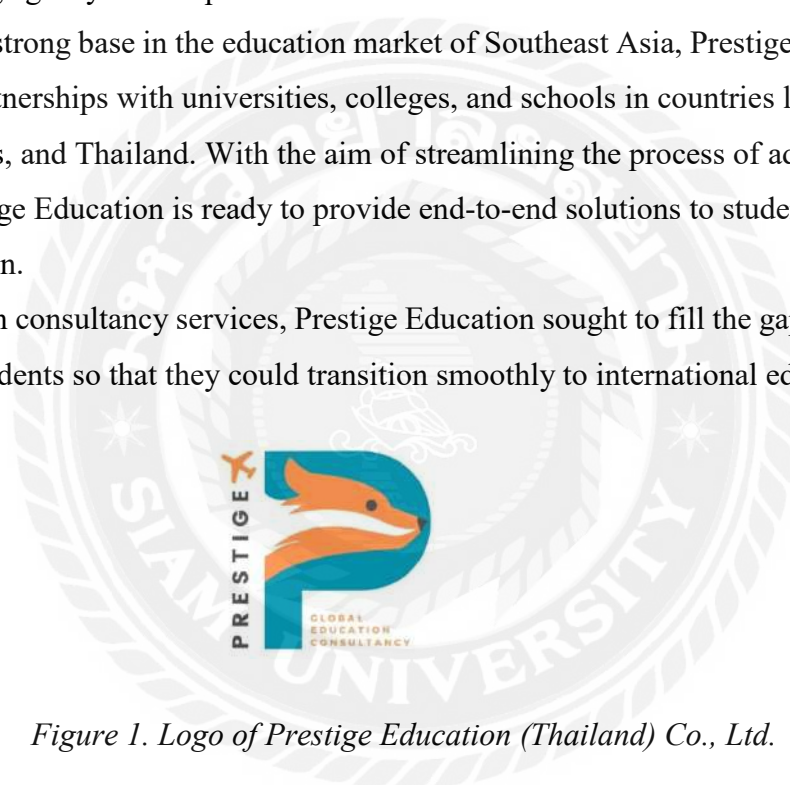
### INTRODUCTION

#### 1. COMPANY PROFILE

Prestige Education (Thailand) Co., Ltd. is a Thai consulting organization that focuses on education with the aim of helping international students secure academic placements in Thailand and helping Thai students study abroad. It provides several services including university placements, visa support, scholarship advice, and career guidance. Prestige Education also operates a small tutoring school that offers academic support to students and a student housing agency that helps international students find residence.

With a strong base in the education market of Southeast Asia, Prestige Education has established partnerships with universities, colleges, and schools in countries like Nepal, India, Myanmar, Laos, and Thailand. With the aim of streamlining the process of admission for students, Prestige Education is ready to provide end-to-end solutions to students in pursuit of higher education.

Through consultancy services, Prestige Education sought to fill the gap between schools and students so that they could transition smoothly to international education.



*Figure 1. Logo of Prestige Education (Thailand) Co., Ltd.*

#### 1.1 Vision of Prestige Education (Thailand) Co., Ltd.

‘Prestige Education envisions becoming one of the leading student support and consultancy firms in South east Asia, offering a one-stop solution for students seeking higher education opportunities.’

#### 1.2 Vision of Prestige Education (Thailand) Co., Ltd.

‘To become a trusted educational partner for students wishing to study overseas or in Thailand.’

### **1.3 Company Strategies**

To achieve its mission and vision, Prestige Education implements a structured growth strategy focused on student recruitment, tutoring services, marketing, and student accommodation.

#### **Student Recruitment Strategy**

The company prioritizes student enrollment by collaborating with educational institutions and using targeted digital marketing strategies. It offers personalized counseling sessions, scholarship guidance, and visa assistance to simplify the admission process. Prestige Education also conducts educational fairs and webinars to provide students with insights into different universities and their programs.

#### **Tutoring School Growth Strategy**

Urged by the need for academic excellence, Prestige Education is determined to create an efficacious tutoring program to help students attain their academic objectives. The tutoring school is centered on individualized learning, with students being provided with profound advisory services in different subjects. The company is also set to incorporate online modules of learning in order to broaden access.

#### **Marketing & Social Media Strategy**

Prestige Education exploits social media networks such as Facebook, Instagram, and TikTok to reach possible students. Prestige Education creates engaging content such as informative posts, reels, and success stories to attract the students. Prestige Education also enhances its engagement rate and brand awareness by keeping track of the performance of its content and leveraging student ambassadors.

#### **Student Accommodation & Real Estate Strategy**

To support foreign students, Prestige Education offers student-friendly housing with care to ensure they find safe and affordable accommodations. The organization collaborates with condo owners and real estate agents to provide a variety of housing options. Rental procedures are managed by a dedicated team to make the process of adjusting to living abroad easier.

By these measures, Prestige Education seeks to establish a streamlined and student-focused system, making opportunities for higher education more accessible, transparent, and convenient.

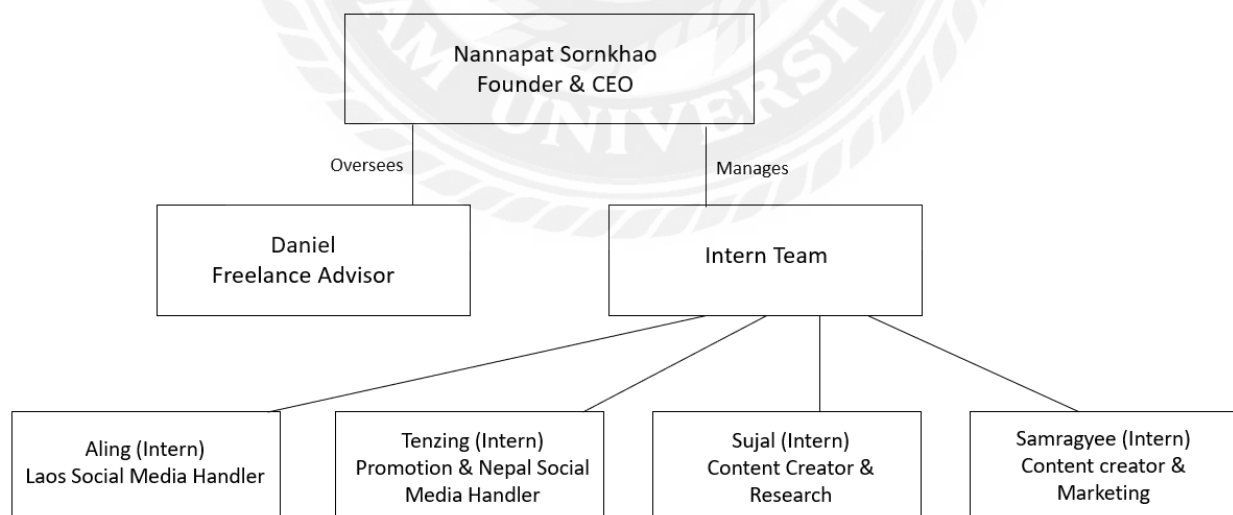
## 2. ORGANIZATIONAL STRUCTURE

The organizational structure of Prestige Education (Thailand) Co., Ltd. follows a hierarchical structure with a collaborative workflow, ensuring efficient communication and coordination among team members.

### Organizational Structure:

- Bilgis (Founder & CEO) – Oversees company strategy, business development, and content direction.
- Daniel (Freelance Advisor) – Provides strategic consultation when required.
- Sujal (Intern – Content Creator & Research) – Assists with content creation and university research.
- Tenzing (Intern – Promotion & Content Handler) – Assists with promotion among influencers and content handling.
- Samragyee (Intern – Content Creator & Marketing) – Responsible for content creation, social media management, and marketing campaigns.
- Aling (Intern) – Responsible for handling Laos social media pages of Prestige Education and connects with Laos students.

### 2.1 Diagram of the Organizational Structure



*Figure 2: Organizational Structure of Prestige Education (Thailand) Co., Ltd.*

Source: Prestige Education

## **2.2 My Job Position in the Company's Organizational Structure**

As a Content Handler & Research Intern, I was directly aligned with the social media contents and university research. My efforts were instrumental in assisting prospective students through the application process, working on social media contents, conducting research for the company and ensuring a seamless transition to their study destinations. I collaborated with the Student Recruitment Manager and the CEO, Bilgis, to align recruitment activities with the company's goal of expanding student reach.

Through collaboration with the CEO and student services team, I streamlined the content creation, student admitting process, and ensured proper communication between students and universities. My functions in assisting students and managing applications were instrumental in enhancing the student experience and establishing the company's reputation for offering high-quality educational consultancy services.

## **3. INTENTION AND MOTIVATION TO CHOOSE PRESTIGE EDUCATION (THAILAND) CO., LTD. AS MY CO-OP STUDY WORKPLACE**

I chose Prestige Education (Thailand) Co., Ltd. as my internship work setting because it aligned with my interest in student services, recruitment, and international education. This company provided an opportunity to learn by directly working in the education consultancy field, with a focus on creating content to attract international students, advising students through the admissions process and assisting them with accommodation arrangements.

Besides, Prestige Education's service diversification, such as academic assistance and property, created a challenging working environment for me to develop required skills in application coordination, housing management, and student advising. The interaction with students, universities, and accommodation providers gave me the opportunity to enhance my communication, problem-solving, and organizational skills.

I was also motivated by the chance to work in an international team and appreciate the complexity of student recruitment in the international market. My goal was to widen my student support expertise, coordination ability, and cross-cultural communication and be able to work for a company that believes in helping students achieve their academic goals.

#### 4. STRATEGIC ANALYSIS OF PRESTIGE EDUCATION (THAILAND) CO., LTD.

##### a.) PESTEL Analysis

###### i.) P – Political:

Thailand's relatively stable political climate supports foreign investment and education services. Government policies supporting internationalization of education align well with Prestige's mission. Immigration policies and student visa rules impact the company's ability to recruit and place students

###### ii.) E - Economic:

Thailand's growing economy makes it an attractive destination for international students seeking affordable, quality education. Exchange rate volatility may affect student affordability and budgeting for tuition and living expenses. Compared to Western countries, Thailand offers lower tuition and living costs, which is a selling point for Prestige.

###### iii.) S - Social:

Thailand's rich culture and lifestyle appeal to students from neighboring countries, including Laos, Nepal, Bhutan, and India. Growing use of English in Thai universities attracts non-Thai-speaking international students. Rising middle-class populations in nearby developing countries increase demand for overseas education options.

###### iv.) T - Technological:

Social media and digital platforms play a key role in student outreach and engagement. Use of CRM systems, online application portals, and virtual counseling enhances efficiency. The rise of online education affects demand for physical relocation to Bangkok, requiring strategic positioning.

###### v.) E - Environmental:

Students and institutions increasingly value environmental responsibility, pushing Prestige to adopt eco-friendly practices (e.g., paperless systems). Bangkok's urban infrastructure and environmental issues (pollution, traffic) may influence student choices.

###### vi.) L - Legal:

Compliance with Thai laws on foreign student recruitment and partnership agreements is crucial. Handling of student information must align with data protection regulations like Thailand's PDPA. Internships and part-time work rules for international students can affect their decision-making.

## b.) SWOT Analysis

Table 1: SWOT analysis of Prestige Education (Thailand) Co., Ltd.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li><input type="checkbox"/> Specialized focus on bringing international students to Bangkok</li> <li><input type="checkbox"/> Multilingual, multicultural team with regional expertise</li> <li><input type="checkbox"/> Strong knowledge of Thai education system and logistics</li> <li><input type="checkbox"/> Active digital presence and social media engagement</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Limited scale and resources</li> <li><input type="checkbox"/> Dependence on Thai partner institutions</li> <li><input type="checkbox"/> Intern-based workforce may affect service consistency</li> <li><input type="checkbox"/> Lower brand recognition compared to global competitors</li> </ul>
Opportunity	Threats
<ul style="list-style-type: none"> <li><input type="checkbox"/> Rising demand for affordable international education in Southeast Asia</li> <li><input type="checkbox"/> Market expansion into other Asian countries (e.g., Laos, Cambodia)</li> <li><input type="checkbox"/> New partnerships with more Thai universities and language centers</li> <li><input type="checkbox"/> Tech integration for better student services and application management</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Changes in immigration or education regulations</li> <li><input type="checkbox"/> Competition from larger or digital-first education consultancies</li> <li><input type="checkbox"/> Economic downturns affecting students' ability to study abroad</li> <li><input type="checkbox"/> Uncertainty around international student mobility post-COVID</li> </ul>

## 5. OBJECTIVES OF THIS CO-OPERATIVE STUDIES

The main aim of the co-operative education program is to provide Siam University students with meaningful, experiential experience in a professional working environment. By means of this experience, students are assisted to advance progressively from learning to practice, and thereby are equipped to cope with the complexities of the real world with assurance. By engaging with live projects and interacting with experienced professionals, students not only reinforce their theoretical knowledge but also acquire essential soft and technical skills necessary for successful long-term careers.

During internship, students are required to participate actively in various organizational activities. These involve participation in startup support programs, research-based

documentation, communication with stakeholders, and participation in entrepreneurship and innovation-based incubation and fellowship programs. Through such exposure, students are able to gain an insight into emerging industries, client interaction practices, and collaboration in mixed business environments.



## **CHAPTER 2**

### **CO-OP STUDY ACTIVITIES**

#### **2.1 JOB DESCRIPTION**

As a Content Handler & Research Intern at Prestige Education (Thailand) Co., Ltd., my responsibilities included handling social media content to aid the outreach and branding efforts of the company, as well as carrying out research to aid planning within the company. I was responsible for taking prospective students through the application process, ensuring effective communication and smooth transition to their study destination. I worked closely with the CEO and the Student Recruitment Manager in coordinating recruitment activities with the company's goal of expanding its international student base. I also helped streamline the student admissions process, and liaised between students and partner university. My activities enhanced the student experience and the company's reputation for providing quality educational consultancy services.

#### **2.2 JOB RESPONSIBILITIES AND WORK DUTIES**

During the internship with Prestige Education (Thailand) Co., Ltd., my tasks involved assisting with content design and production, conducting research on international programs, assisting with onboarding students, and supporting internal coordination. My job included producing and publishing learning materials on social media, conducting research on programs at universities and gathering information for internal use, and creating educational materials for informing students.

Designed and published digital content across multiple platforms such as Instagram, Facebook, and TikTok to enhance brand visibility. Built and maintained a reusable content calendar and tracked performance metrics for continuous improvement. I also monitored content performance and provided feedback on engagement trends to help optimize future strategies. This varied role allowed me to contribute to both external outreach and internal operations within an international education environment.

My responsibilities also included assisting new or transfer students from other partner universities in the admission process in our partner universities, being a representative for those students. While doing that I also made sure to make content for prestige education for future promotions and social media posting.





*Figure 3. Assisting transfer students from partner university*

### **2.3 ACTIVITIES IN COORDINATING WITH CO-WORKERS**

Throughout my internship, collaboration with my co-workers was key to the success of ongoing projects. I coordinated directly with the CEO for direction and approvals while working closely with other interns to plan content and monitor engagement. We conducted joint brainstorming sessions, divided responsibilities for campaigns, and routinely updated each other on student progress, housing arrangements, and marketing performance. This collaboration not only enhanced teamwork and problem-solving but also enabled the execution of a consistent communication strategy aligned with the company's growth objectives.

### **2.4 JOB PROCESS DIAGRAM**

## Content creation and assessment

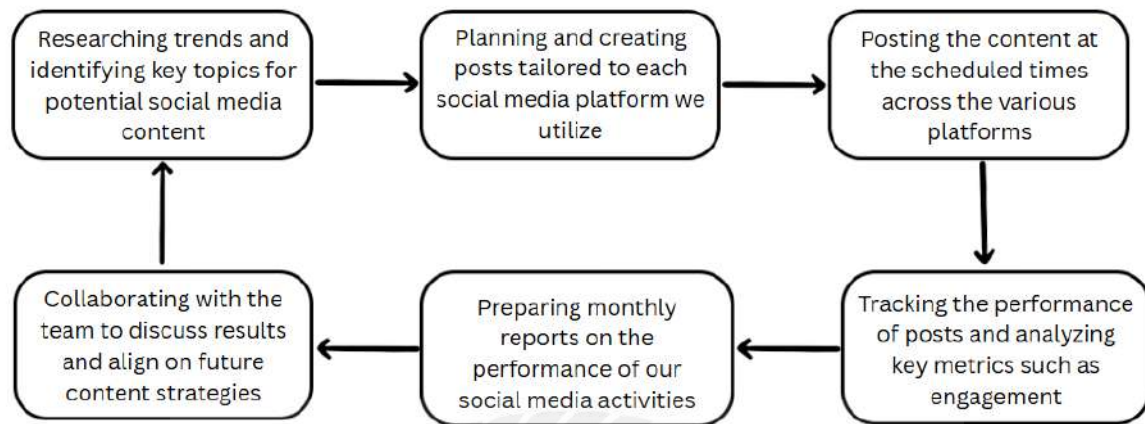
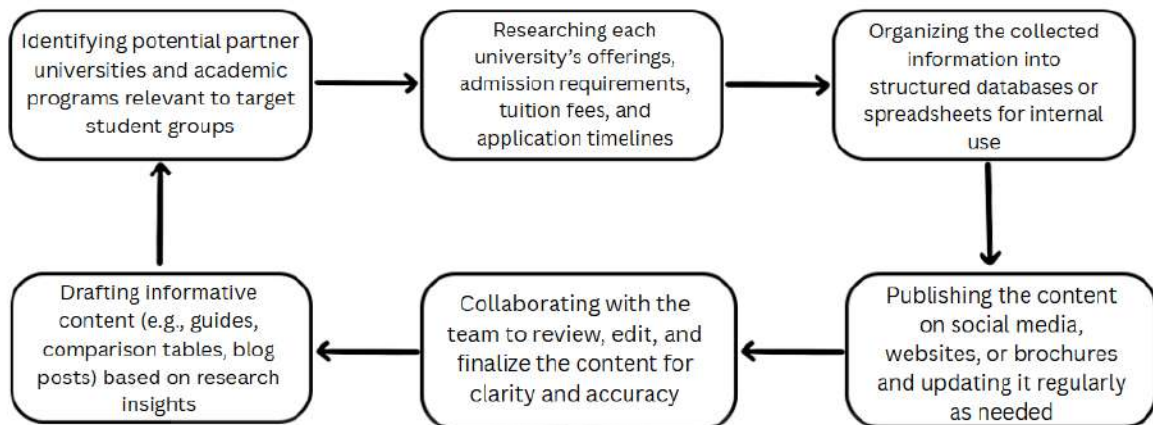


Figure 4. content creation and assessment

As part of Prestige Education (Thailand) Co., Ltd, I was involved in content creation and assessment. The process of content generation and assessment involves a continuous cycle starting with trend research and topic identification appropriate for social media. These insights inform planning and content creation per platform, which are in turn scheduled and posted. After posting, the performance of each post is tracked using primary engagement metrics. This data is collated in monthly performance reports and shared collectively across the team in an effort to streamline and synchronize future content initiatives, which in turn feeds back into ongoing research and content generation.

## International program research



*Figure 5. international program research*

As part of Prestige Education (Thailand) Co., Ltd, I was involved in international program research. The research process under the international programs involves a systematic approach to gathering and sharing precise academic information. It begins with searching for potential partner universities and study programs of interest to groups of students, followed by comprehensive research on the curriculum of each university, admissions requirements, charges, and deadline for applications. All this information is then aggregated into in-house spreadsheets or databases for easy reference and understanding. Informative content such as guides and comparison tables is penned based on the findings, scrutinized and approved by the team collectively, and finally published through social media, websites, or brochures, with follow-up updates made to ensure validity and contemporaneousness.

## 2.5 CONTRIBUTION AS A CO-OP STUDENT

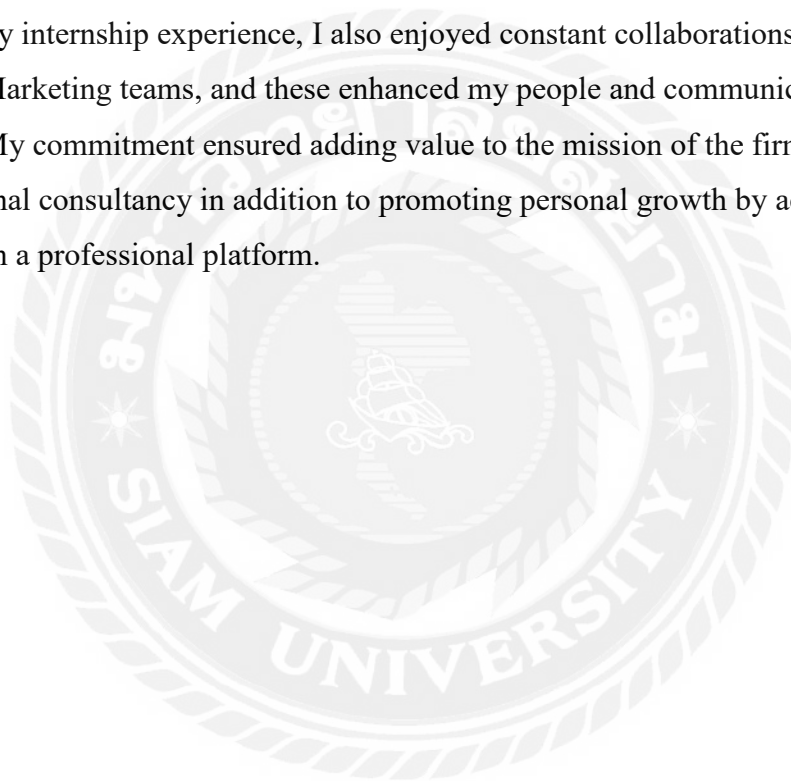
During my cooperative education internship program at Prestige Education (Thailand) Co., Ltd., I was able to contribute positively towards all aspects of the company's education projects, particularly with respect to international program study, content creation, and social media coordination. My role was about research, communication, and online content strategy.

I actively participated in research and international program development within higher education through gathering accurate information on cooperating colleges, such as admissions standards, tuition fees, and curriculum selections. I compiled the data into

organized databases, making it possible to compare easily and utilize optimally internally. The exercise sharpened my organizational and analytical skills while enhancing knowledge about world schooling systems.

In addition, I made significant contributions to content creation for internal and external communications. This involved the creation of informative content such as guides, comparison tables, and blog posts, based on our research findings. I collaborated with colleagues in editing and refining the content to ensure accuracy and clarity before publication on digital media platforms, including social media and the company website. Posting and regular marketing ensured that the company was always active online and reached future students at all times.

From my internship experience, I also enjoyed constant collaborations with the Research and Marketing teams, and these enhanced my people and communication skills development. My commitment ensured adding value to the mission of the firm in providing sound educational consultancy in addition to promoting personal growth by acquiring experience from a professional platform.



## **CHAPTER 3**

### **LEARNING PROCESS**

#### **3.1 PROBLEMS/ISSUES OF THE COMPANY**

During the internship, several challenges were identified within Prestige Education:

- i) **Limited Resource Allocation:** As a developing organization, Prestige Education relies on a lean team, which led to occasional delays in project execution and internal communication.
- ii) **Content Strategy Gaps:** Although active on social media, content planning lacked consistency and often reacted to trends instead of leading them.
- iii) **Finance Documentation Bottlenecks:** Manual financial tracking made real-time reporting and projection challenging, especially when handling multiple student accounts simultaneously.
- iv) **Lack of Structured Onboarding:** The initial days required self-navigation to understand roles and responsibilities, indicating a need for a clearer onboarding framework.

#### **3.2 SOLVING THE PROBLEMS**

To address the issues:

- i) **Collaborative Content Calendar:** I initiated the development of a reusable content calendar template to bring structure to social media planning.
- ii) **Digital Template Systems:** Introduced Canva templates for social media and developed finance tracking spreadsheets to improve consistency and reduce redundancy.
- iii) **Onboarding Checklist:** Suggested and helped draft a "How to Assist New Students" checklist for future interns to ease role understanding and execution.
- iv) **Task Prioritization and Feedback:** Regular check-ins with the CEO and team helped align tasks, clarify expectations, and promote a feedback-driven work culture.
- v) **Establish a formal onboarding process** for new interns or employees.
- vi) **Implement a cloud-based finance system** for more accurate tracking and forecasting.
- vii) **Focus on strategic content planning** rather than reactive posting to strengthen digital presence.
- viii) **Develop partnerships** with more institutions and automate parts of the recruitment process using CRM tools.

### 3.3 LITERATURE REVIEW

While in my cooperative education internship, I learned that theories and concepts from the classroom were even more practical when brought to life into an actual setting. Drawing from Kolb's (1984) experiential learning theory, I knew that actual learning is constructed in a cycle of concrete experience, reflective observation, and active experimentation. In Prestige Education (Thailand) Co., Ltd., I participated firsthand in research, marketing, and content generation, thus being able to observe this process of learning firsthand.

In content marketing, I applied the digital marketing principles that I studied, such as developing social media posts, scheduling them in an appropriate manner, and tracking their performance based on key engagement metrics. From this experience, I was able to appreciate the practical worth of developing purpose-driven and data-driven content consistent with the strategies outlined by Chaffey and Ellis-Chadwick (2019), who underscored the utilization of analytics in guiding effective online campaigns.

I also developed my research skills by accumulating and organizing information on international programs, including tuition fees, course structures, and entry requirements. This was critical in providing precise internal databases and compiling informative student-consumer publications. These activities contributed to appreciating what Altbach and Knight (2007) highlighted—that credible, well-researched information is the cornerstone of effective educational consultancy services.

One of the most fulfilling aspects of my internship was the exposure to cross-cultural communication. Communication with Nepali, Lao, and Thai students and stakeholders gave me the opportunity to practice cultural awareness skills in a work environment.

Secondly, my work necessitated a huge amount of critical thinking, particularly while conducting content audits and interpreting performance reports

In brief, my internship experience allowed me to implement what I learned in finance, marketing, communication, and strategic management to real tasks and problems. This experiential exposure not only made the theoretical concepts richer and more internalized but also refined my self-confidence in applying them for effective contribution in a professional setting.



### **3.4 RECOMMENDATIONS TO THE COMPANY**

I highly recommend that Prestige Education (Thailand) Co., Ltd. keep investing in formal onboarding programs, multi-year project planning, and engaging interns in strategic planning meetings. Having a formal orientation program and clearer task roadmaps would make them more productive and ease the transition for newcomers. Additionally, including interns in review or planning meetings of upper levels could make their learning experience more meaningful and add innovative suggestions to the team. By balancing a batch of ordinary tasks with innovative or strategic projects, the firm can create a more dynamic, growth-oriented work environment that is a win-win situation for both the organization and the interns.

### **3.5 LEARNINGS FROM THE CO-OP STUDY**

Through my internship, I could apply theoretical knowledge gained from studies in the classroom to real-world work assignments and issues, thereby bridging the gap between study in the classroom and professional use. This allowed me to greatly improve some of the key skills, such as communication, content creation, and financial reporting, through direct participation in projects and teamwork with peers. Working under a fast-paced environment required managing more than one task simultaneously, which enhanced my time and organizational management capabilities. Additionally, working in a multicultural team within an international education consultancy exposed me to broader perspectives of understanding diverse opinions and instilled the capability to work and function in a globally aware working environment.

### **3.6 COURSEWORK APPLICATION IN THE REAL WORLD**

My academic background in Finance, Investments, and Marketing has been directly relevant and of immeasurable value in my professional life. What I acquired in financial analysis courses enabled me to be useful in cash flow projections and monthly report preparation that was both accurate and reflective of the financial status of the firm. In addition, the acquisition of marketing concepts and principles from studies has played an important role in the development of social media strategies and the creation of student-facing documentation. The skills acquired in marketing have facilitated the creation of content that resonates with the target audience, ensuring information is conveyed in an understandable and accessible manner.

Furthermore, my understanding of marketing research has facilitated studying

consumer behavior and making business decisions based on derived insights. In addition, the communication skills I gained through my marketing studies have been priceless in creating concise and engaging content, from social media posts to newsletters, that supports brand messaging.

Also, strategic management concepts, which I gained through numerous case studies and analyses, have provided me with the ability to think strategically and critically. This has enabled me to provide useful recommendations in SWOT and PESTEL analysis, providing a comprehensive overview of the internal and external drivers of the business. These cross-functional skills have enabled me to contribute to more informed, balanced decision-making processes, which have helped the organization achieve short- and long-term goals. Collectively, my finance, marketing, and strategy coursework experiences have provided me with a solid toolkit to tackle complex problems and drive significant results.

### **3.7 SPECIAL SKILLS AND KNOWLEDGE GAINED FROM THE CO-OP STUDIES**

During my cooperative education internship at Prestige Education (Thailand) Co., Ltd., I was able to gain a wide range of skills in content marketing, research, cross-cultural communication, and analytical skills.

In content marketing, I was able to write, plan, and measure performance indicators for social media to make sure that our online platform was engaging and successful in attracting potential students. My data collection and analysis capabilities were further developed by gathering and examining data regarding potential partner colleges, including admissions requirements, tuition, and courses offered, which allowed me to help develop well-organized, easy-to-reach databases. My cross-cultural communication abilities were also developed through professional communication with students and stakeholders of different backgrounds, allowing successful and peaceful collaborations.

My analytical thinking abilities were cultivated through periodic content analysis and performance review, where I utilized data-based findings to optimize content strategies and improve performance. This skill was instrumental in contributing meaningfully towards the company's goals and in improving my expertise on the education consultancy industry.



## **CHAPTER 4**

### **CONCLUSION**

#### **4.1 SUMMARY OF MY CO-OP STUDIES AT PRESTIGE EDUCATION (THAILAND) CO., LTD.**

I acquired the invaluable experience of being an Intern at Prestige Education (Thailand) Co., Ltd. and was involved deeply in a diverse range of activities that supported the growth of the company and myself. My responsibilities included some of the most significant activities such as content creation, international program research, student orientation, and internal coordination. Within content strategy, I engaged in curriculum planning and developing study content on various platforms to contribute to the company's web presence and engagement. Within the area of research for international programs, I performed in-depth study of study programs at partner institutions, gathering information regarding admission, tuition fees, and course delivery to enable proper decision-making among prospective students.

Apart from that, I was also part of streamlining the onboarding of students through organizing important information and assisting in facilitating communication that made the experience for the new clients friendly and seamless. My job also involved assisting with coordinating work internally, which involved collaboration with different teams as it pertained to aligning on project goals and efficient project delivery. This internship gave me firsthand exposure to the inside of the student consulting industry within an international context, allowing me to gain relevant professional skills such as research, communication, collaboration, and project management. Overall, the experience was enriching and instrumental to my education regarding the global system of education.

#### **4.2 MY EVALUATION OF THE WORK EXPERIENCE**

This internship was instrumental in my growth. The open work culture and mentorship from the CEO helped me take initiative, while challenges such as content inconsistency or finance tracking bottlenecks taught me how to adapt and propose solutions. The blend of creative and analytical work made the experience rewarding.

#### **4.3 LIMITATIONS OF MY CO-OP STUDIES**

While my internship experience was positive overall, there were a few limitations that presented opportunities for growth. One of the major limitations was minimal exposure to

strategic decision-making meetings, which would have provided more insight into upper-level planning and organizational direction. A second limitation was the absence of a formal onboarding process, which made learning about roles, expectations, and available resources challenging at the outset. Some of the projects also lacked a firmly defined long-term vision, which resulted in more reaction-oriented task work than proactive, intention-driven completion. Lastly, while posting content was an important part of maintaining digital presence, the task at times became repetitive, and this encroached on the potential for creative interaction and skills development in the course of some moments. Refinement in these areas could work to further enhance the learning process and business operational efficiency for future interns.

#### **4.4 RECOMMENDATIONS TO PRESTIGE EDUCATION (THAILAND) CO., LTD.**

In support of the company's drive for continuous improvement, I contributed to enhancing internal operations and strategic planning. Developing formal onboarding materials and implementing weekly review procedures were among my significant projects that enabled smooth integration and monitoring of interns' performance. I also recommended creating a long-term content plan that is accompanied by key performance indicators (KPIs) and regular reviews of performance so that content activities are goal-focused and measurable. To enhance financial transparency and effectiveness, I recommended the implementation of an electronic accounting solution to automate finance reporting and simplify manual effort. Furthermore, I emphasized the importance of building stronger external alliances, with the goal of broadening the firm's educational offerings and establishing brand recognition in a competitive market. These initiatives were meant to support both operational effectiveness and long-term organizational growth.

## Annexures

Figure 6. Social Media Post

**Prestige Education Co., Ltd**

## Where Can You Study With PRESTIGE EDUCATION?

Explore the top COUNTRIES we help students reach!

**Swipe Now!**

**PRESTIGE EDUCATION**

# STUDY ABROAD FREE COUNSELLING!

**DM FOR MORE DETAILS & SCHOLARSHIP**

**GLOBAL ACADEMY**  
AT TOWN UNIVERSITY

**LA TROBE UNIVERSITY**  
AUSTRALIA

+66 908065463  
PRESTIGE EDUCATION  
PRESTIGEEDU.TH@OUTLOOK.COM

## Annexures

Figure 7. Social Media Post

**PRESTIGE EDUCATION (THAILAND) CO., LTD.**  
prestigeedu.th@outlook.com

### ABOUT US

At **Prestige Education**, we connect students with global learning opportunities. We help students from Thailand study abroad, bring international students to Thailand, and guide anyone looking to study at top institutions worldwide.

Our services go beyond borders, offering expert guidance, language training, and full support throughout the study abroad journey. We ensure a smooth and stress-free experience for every student.

We welcome students from all over the world. No matter where you are, you can contact us to explore education opportunities with our trusted university partners.

[MORE ABOUT US →](#)

Contact us: +66 0908065463

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**PRESTIGE EDUCATION (THAILAND) CO., LTD.**

### OUR SERVICES

Study programs, language classes, accommodation support, and more – wherever you are, we connect you to global learning opportunities.

- Study Abroad Consultation
- Language Training Programs
- Student Accommodation Assistance
- Pre-Departure and Cultural Orientation
- University and Program Matching

Prestige Education Consultancy



## Annexures

*Figure 8. Representing transfer students through prestige education for admission in our partner institute*



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## Appendix

### a.) Daily diary

**Internship Company:** Prestige Education (Thailand) Co., Ltd.

**Department:** Content Creation and Research

**Intern:** Sujal Tamrakar

**Duration:** 16 weeks

**Starting Date:** 17<sup>th</sup> February 2025

Month: February

Date	Task
17 <sup>th</sup> Feb	Welcomed by the team. Introduction to Prestige Education (Thailand) Co., Ltd.
18 <sup>th</sup> Feb	Study company's mission, target audience (e.g., students from Laos, Nepal, India).
19 <sup>th</sup> Feb	Sit in on a student consultation or intake meeting.
20 <sup>th</sup> Feb	Sit in on a team meeting for content planning and financial tracking.
21 <sup>st</sup> Feb	Analyze company's website and social media channels. Audit existing social media (FB, IG, LinkedIn, TikTok) and note gaps.
22 <sup>nd</sup> Feb	Saturday

Month: February

Date	Task
23 <sup>rd</sup> Feb	Sunday
24 <sup>th</sup> Feb	Build a list of content ideas (FAQs, Thai culture, student tips).
25 <sup>th</sup> Feb	Draft 2–3 Instagram or Facebook post ideas. Create a content calendar for the next 7 days.
26 <sup>th</sup> Feb	Organize shared folders for social media content and finance files. Research trends in international education promotion.
27 <sup>th</sup> Feb	Help schedule social media content for next month. Research hashtags and trends related to international student life.
28 <sup>th</sup> Feb	Identify gaps and opportunities in Prestige’s social media. Draft 2 post captions for Instagram and Facebook (student tips, Thai culture).

Month: March

Date	Task
1 <sup>st</sup> Mar	Saturday
2 <sup>nd</sup> Mar	Sunday
3 <sup>rd</sup> Mar	Assist with generating a monthly finance report (expenditure breakdown). Design 1 new social media template using Canva
4 <sup>th</sup> Mar	Create a Bangkok survival guide for students. Collect feedback from students.
5 <sup>th</sup> Mar	Learn basic finance tasks (tracking expenses, student payments). Draft a basic FAQ sheet for incoming students.
6 <sup>th</sup> Mar	Record initial student engagement and post insights. Post on company’s LINE/WhatsApp group to answer FAQs.



Month: March

Date	Task
7 <sup>th</sup> Mar	Organize photos and media from student events. Interview a student or team member for a spotlight post.
8 <sup>th</sup> Mar	Saturday
9 <sup>th</sup> Mar	Sunday
10 <sup>th</sup> Mar	Conduct SWOT analysis of the company's social media. Set goals for next month's content reach and finance reports.
11 <sup>th</sup> Mar	Build a reusable social media content calendar template.
12 <sup>th</sup> Mar	Prepare a "How to Assist New Students" checklist.

Month: March

Date	Task
13 <sup>th</sup> Mar	Participate in brainstorming for future marketing ideas. Collaborate with another intern to create a week-long post series.
14 <sup>th</sup> Mar	Reflect on your internship experience in writing. Complete a self-evaluation form.
15 <sup>th</sup> Mar	Saturday
16 <sup>th</sup> Mar	Sunday
17 <sup>th</sup> Mar	Review 1 month of social data and suggest improvements. Work with the team on improving onboarding materials.
18 <sup>th</sup> Mar	Help evaluate student satisfaction trends from surveys.

Month: March

Date	Task
19 <sup>th</sup> Mar	Research and list new universities to partner with.
20 <sup>th</sup> Mar	Organize photos and media from student events. Interview a student or team member for a spotlight post.
21 <sup>st</sup> Mar	Sick Leave.
22 <sup>nd</sup> Mar	Saturday
23 <sup>th</sup> Mar	Sunday
24 <sup>th</sup> Mar	Track ad spends for a Facebook or Instagram paid campaign.

Month: March

Date	Task
25 <sup>th</sup> Mar	University international programs research.
26 <sup>th</sup> Mar	Review and report on best-performing content from your internship.
27 <sup>th</sup> Mar	Check analytics/finance emails. Content engagement.
28 <sup>th</sup> Mar	Audit existing social media (FB, IG, LinkedIn, TikTok) and note gaps.
29 <sup>th</sup> Mar	Saturday
30 <sup>th</sup> Mar	Sunday

Month: April

Date	Task
31 <sup>st</sup> Mar	Brainstorm 10 post ideas (e.g., student testimonials, Bangkok life guides).
1 <sup>st</sup> Apr	Track post performance (reach, engagement).
2 <sup>nd</sup> Apr	Adjust content based on top-performing posts.
3 <sup>rd</sup> Apr	Host a mini content brainstorm with the team or fellow interns.
4 <sup>th</sup> Apr	Collect student testimonials for a social media “Why Bangkok?” post.
5 <sup>th</sup> Apr	Saturday

Month: April

Date	Task
6 <sup>th</sup> Apr	Sunday
7 <sup>th</sup> Apr	Draft a one-month social media calendar (posts, reels, stories, captions).
8 <sup>th</sup> Apr	Adjust content based on top-performing posts.
9 <sup>th</sup> Apr	Analyze the top-performing content from your internship and explain why it worked. Eliminate underperforming content formats
10 <sup>th</sup> Apr	Clean up and archive content, documents, or drafts for easy future access.
11 <sup>th</sup> Apr	Organize a content planning workshop or brainstorming session for the team.

Month: April

Date	Task
12 <sup>th</sup> Apr	Research competitors' content and financial models—summarize strengths and gaps. Create templates in Canva for posts, quotes, tips, and videos.
13 <sup>th</sup> Apr	Starting day of Songkran Festival
14 <sup>th</sup> Apr	2 <sup>nd</sup> day of Songkran
15 <sup>th</sup> Apr	3 <sup>rd</sup> day of Songkran
16 <sup>th</sup> Apr	Host a content review with your supervisor—get feedback on branding, messaging, and analytics.
17 <sup>th</sup> Apr	Prepare a mini-report on social media growth (followers, reach, engagement).

Month: April

Date	Task
18 <sup>th</sup> Apr	Sick Leave.
19 <sup>th</sup> Apr	Saturday
20 <sup>th</sup> Apr	Sunday
21 <sup>st</sup> Apr	Sit in a meeting with partner institute Global Academy (GA) to learn more about their institution.
22 <sup>nd</sup> Apr	Conduct a mini-SWOT analysis of the startup's content strategy.
23 <sup>rd</sup> Apr	Create a 1-page internship impact summary—include reach, engagement, and savings you contributed to.

Month: April

Date	Task
24 <sup>th</sup> Apr	Conduct SWOT analysis of the company's social media. Set goals for next month's content reach and finance reports.
25 <sup>th</sup> Apr	Calculations for company financials and future projections.
26 <sup>th</sup> Apr	Research and list new universities to partner with.
27 <sup>th</sup> Apr	Sick Leave.
28 <sup>th</sup> Apr	Track ad spends for a Facebook or Instagram paid campaign.
29 <sup>th</sup> Apr	Review and report on best-performing content from your internship.

Month: May

Date	Task
30 <sup>th</sup> Apr	Check analytics/finance emails. Content engagement.
1 <sup>st</sup> May	University research for new international programs.
2 <sup>nd</sup> May	Continue working on university research and trends to seek partnership. Make three new social media posts.
3 <sup>rd</sup> May	Saturday
4 <sup>th</sup> May	Sunday
5 <sup>th</sup> May	Sick Leave

Month: May

Date	Task
6 <sup>th</sup> May	Check analytics/finance emails. Content engagement.
7 <sup>th</sup> May	University research for new international programs.
8 <sup>th</sup> May	Continue working on university research and trends to seek partnership. Make three new social media posts.
9 <sup>th</sup> May	Analyze the top-performing content from your internship and explain why it worked. Eliminate underperforming content formats
10 <sup>th</sup> May	Saturday
11 <sup>th</sup> May	Sunday

Month: May

Date	Task
12 <sup>th</sup> May	Check analytics/finance emails. Content engagement.
13 <sup>th</sup> May	University research for new international programs.
14 <sup>th</sup> May	Continue working on university research and trends to seek partnership. Make three new social media posts.
15 <sup>th</sup> May	Sick Leave
16 <sup>th</sup> May	Check analytics/finance emails. Content engagement.
17 <sup>th</sup> May	Saturday

Month: May

Date	Task
18 <sup>th</sup> May	Sunday
19 <sup>th</sup> May	University research for new international programs.
20 <sup>th</sup> May	Assisted two transfer students from Assumption University (our partner university) for admission in Global Academy. Recorded videos and took pictures for content.
21 <sup>st</sup> May	Followed up on transfer student tasks and managed the content for post.
22 <sup>nd</sup> May	Continue working on university research and trends to seek partnership. Make three new social media posts.
23 <sup>rd</sup> May	Analyze the top-performing content from your internship and explain why it worked. Eliminate underperforming content formats