



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

INTERN AT PRESTIGE EDUCATION (THAILAND) CO. LTD.

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

Credit: 5

Written By: Mr. Tenzing Gurung

Academic Advisor: Ashutosh Mishra

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.

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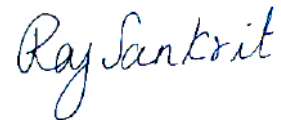
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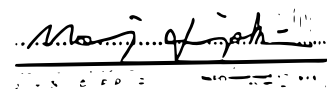
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ABSTRACT

This internship was completed in conjunction with Kathmandu College of Management in order to partially fulfill the requirements for the BBA degree offered by Siam University. The main objective of this report is to give comprehensive details regarding the internship experience that was finished over the 16-week period. Prestige Education (Thailand) Co. Ltd., a Bangkok-based education consulting firm, hired me as an intern on a contract starting on February 10.

This report summarizes my internship at Prestige Education (Thailand) Co., Ltd., a study abroad consultancy that helps international students get into Bangkok's universities. I obtained practical experience in social media handling, student recruitment, application processing, and intercultural communication throughout the internship. I received student questions, helped organize orientation sessions, and spoke with Nepali influencers to market our business on social media. The internship broadened my knowledge of the Thai education sector, improved my professional and interpersonal abilities in a multicultural setting, and gave me great insight into the inner workings of an international education consultant.

Keywords: Recruitment of Students, Cross-Cultural Communication, International Student Admissions, and Education Consulting

ACKNOWLEDGEMENT

I would want to thank Siam University and Kathmandu College of Management for providing me with the opportunity to apply our knowledge in real-world situations through cooperative education. This internship gave me new experiences and skills that formed my personality and helped me grow as a person.

My academic advisor, Mr. Ashutosh Mishra, has my sincere gratitude for all of his help and advice during this co-op program. Their knowledge and encouragement have been really beneficial.

Above all, I would want to express my gratitude to Prestige Education (Thailand) Co. Ltd. for welcoming me into educational business and providing me with the chance to grow professionally while also learning new things and making mistakes. I would like to thank my supervisor, Ms. Nannapat Sornkhao, and my coworkers for their support during my co-op internship.

Lastly, I want to express my gratitude to my family and friends for their support, love, and faith in me. They have consistently provided me with inspiration.

Tenzing Gurung

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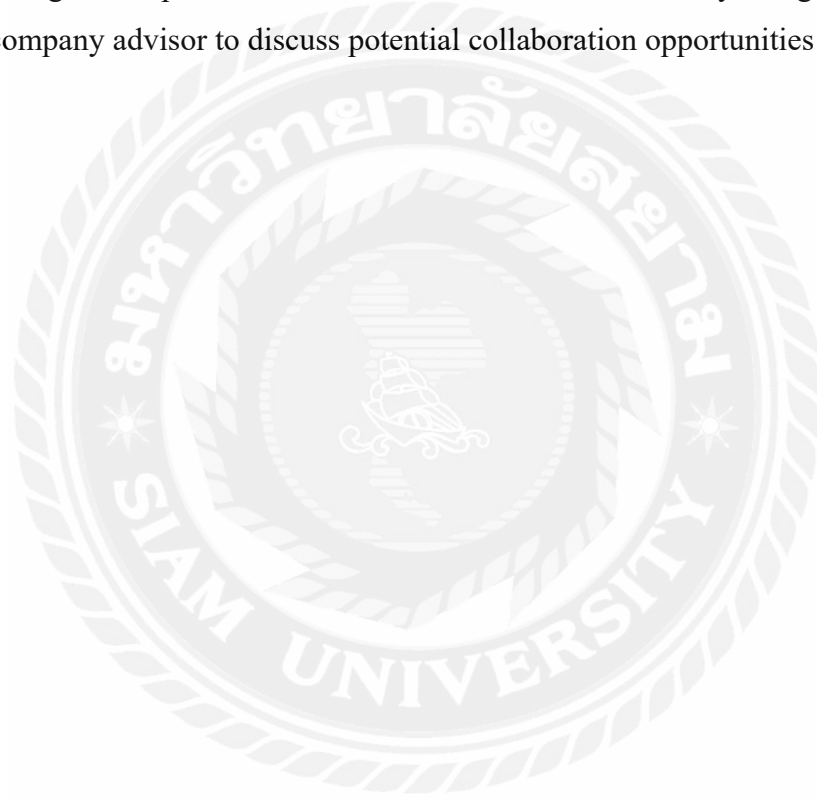
Figure 1: Logo of Prestige Education (Thailand) Co., Ltd

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

Figure 3: Job Process Diagram

Figure 4&5: Meeting with partner institute Global Academy (GA) with my supervisor

Figure 6&7: Meeting with representatives of Sheffield Hallam University alongside my supervisor and company advisor to discuss potential collaboration opportunities



CHAPTER 1

INTRODUCTION

1. COMPANY PROFILE

Prestige Education (Thailand) Co., Ltd. is a Thai consulting firm that specializes in education and works to assist Thai students studying overseas as well as international students in obtaining academic placements in Thailand. It offers a number of services, such as career counseling, university placements, visa assistance, and scholarship help. Additionally, Prestige Education runs a student housing organization that assists international students in finding homes and a small tutoring school that provides academic support to students.

Prestige Education has a solid foundation in the Southeast Asian education sector and has partnered with institutions and universities in nations including Thailand, Nepal, Myanmar, and Laos. Prestige Education is prepared to offer students pursuing higher education end-to-end solutions with the goal of expediting the admissions process.

Prestige Education aimed to bridge the gap between students and schools by offering consulting services, facilitating a seamless transition to international education.



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

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

‘Prestige Education wants to establish itself as one of the top consulting and student support organizations in Southeast Asia, providing a one-stop shop for students looking to pursue higher education opportunities.’

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

‘To establish ourselves as a reliable educational partner for students who want to study in Thailand or abroad.’

1.3 Company Strategies

‘Prestige Education employs a systematic growth plan centered on student recruiting, marketing, and student housing in order to fulfill its mission and realize its vision.’

Key Partners (Universities)



We are proud to have established partnerships with the six universities listed above, enabling us to offer our students direct access to quality education and support through these esteemed institutions.

Student Recruitment Strategy

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By working with educational institutions and employing focused digital marketing techniques, the organization places a high priority on student enrollment. To make the admissions process easier, it provides individualized counseling sessions, scholarship advice, and visa support. Additionally, Prestige Education hosts webinars and educational fairs to give students information about other colleges and their curricula.

Tutoring School Growth Strategy

Understanding the value of academic achievement, Prestige Education wants to set up a top-notch tutoring program to help students reach their learning objectives. With an emphasis on individualized learning, the tutoring center guarantees that students receive knowledgeable instruction in a range of disciplines. In order to increase accessibility, the business also intends to incorporate online learning modules.

Student Accommodation & Real Estate Strategy

Prestige Education provides student-friendly lodging services to assist international students in finding secure and reasonably priced accommodations. To offer a range of housing possibilities, the organization works with real estate firms and condo owners. Students' transition to living overseas is facilitated by a committed staff that helps with rental formalities.

Marketing & Social Media Strategy

To connect with potential students, Prestige Education uses social media sites including Facebook, Instagram, and TikTok. To draw in students, the business produces interesting content such as success stories, reels, and educational postings. Prestige Education raises its engagement rate and brand recognition by working with student ambassadors and monitoring the effectiveness of its content.

By implementing these tactics, Prestige Education hopes to establish a productive and student-focused methodology that will increase the accessibility, openness, and convenience of higher education options.

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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.
- Tenzing (Intern – Social Media & Marketing) – Assists with Nepal social media, view accommodation for new students, promotion of company and budgeting for events
 - Samragyee (Intern—Content Creator & Marketing)—Responsible for content creation, social media management, and marketing campaigns.
- Sujal (Intern – Content Creator & Finance) – Assists with course design, recruitment, and student housing services.
 - Aling (Intern) – Responsible for handling Laos social media pages of Prestige Education and connects with Laos students.

2.1 Diagram of the Organizational Structure

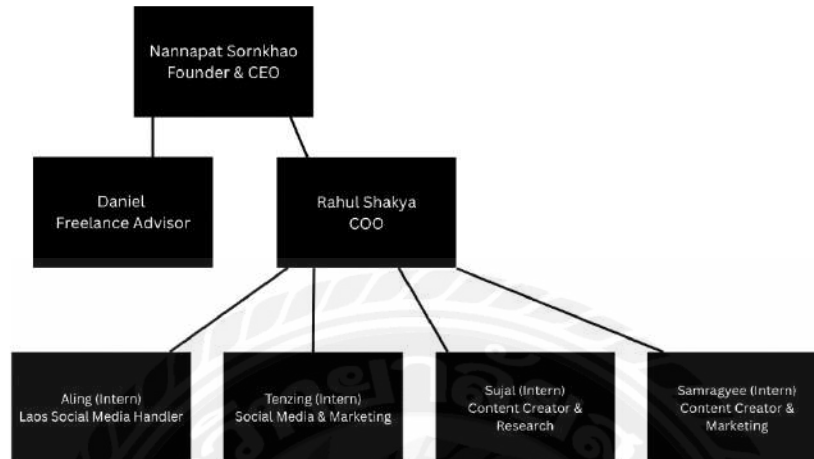


Figure 2: Organizational Structure of Prestige Education (Thailand) Co., Ltd.

2.2 My Job Position in the Company's Organizational Structure

I was actively involved in managing social media material tailored to the Nepali market as a Social Media & Marketing Intern. I also supported promotional efforts and helped with budgeting and logistical preparation for future educational events in Nepal. Supporting new students during their transition to study abroad and growing the company's regional footprint were key responsibilities of mine.

In order to advertise the company's services, help with the screening and housing arrangements for new students, and make sure our outreach initiatives demonstrated the company's dedication to providing high-quality educational support, I collaborated closely with the CEO, Bilgis, and the. Additionally, I was crucial in creating economical spending plans and logistical strategies for educational activities catered to the Nepalese student body.

Through collaborative efforts with the CEO and local team, I contributed to increasing student engagement, promoting brand visibility, and delivering smooth onboarding experiences, reinforcing the company's reputation as a reliable and student-focused educational consultancy.

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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 co-op study workplace because it offered a dynamic platform to explore my interests in social media management, event planning, and student support services within the international education sector. The opportunity to assist in promoting the company in the Nepal market, view accommodation options for incoming students, and contribute to budgeting for educational events allowed me to gain hands-on experience in areas I am passionate about.

What attracted me most was the company's multifaceted services, ranging from student recruitment and academic consulting to property-related support. This diversity provided a unique and challenging environment where I could build practical skills in student assistance, marketing, and event coordination.

I was also inspired by the chance to be part of an international team and contribute to a company that prioritizes student success and well-being. Working with students, staff, and accommodation providers helped me develop stronger communication, time management, and cross-cultural collaboration abilities. My goal was to deepen my understanding of student-centered services while supporting the company's mission of guiding students toward their educational dreams.

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

a.) PESTEL Analysis

i.) Political:

Thailand's relatively stable political environment creates a supportive atmosphere for foreign investment and the growth of education services. Government initiatives that promote the internationalization of education align well with Prestige's mission. However, immigration laws and visa regulations directly affect the company's ability to recruit and place students from abroad.

ii.) Economic:

Thailand's expanding economy makes it an appealing option for international students looking for affordable yet high-quality education. Fluctuations in exchange rates can influence students' ability to afford tuition and living expenses. Compared to countries in the West, Thailand offers significantly lower costs, which Prestige can highlight as a key advantage.

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iii.) Social:

Thailand's vibrant culture and lifestyle make it an attractive destination for students from neighboring countries such as Nepal, India, Bhutan, and Laos. The increasing use of English in Thai universities makes it more accessible to non-Thai-speaking students. In addition, the rising middle class in nearby developing countries is driving up interest in studying abroad.

iv.) Technological:

Digital tools and social media are essential for connecting with prospective students and keeping them engaged. Technologies like CRM systems, online application platforms, and virtual counseling help improve efficiency. However, the growing popularity of online education is shifting student preferences, meaning Prestige must adapt its strategy to remain competitive.

v.) Environmental:

Environmental awareness is becoming increasingly important to students and educational institutions. This encourages Prestige to adopt greener practices, such as reducing paper use. At the same time, urban challenges in Bangkok—like air pollution and traffic congestion—may influence a student's decision to study there.

vi.) Legal:

It's essential for Prestige to follow Thai laws related to recruiting foreign students and forming educational partnerships. The company must also ensure student data is handled in accordance with regulations like the Personal Data Protection Act (PDPA). Additionally, rules around internships and part-time work for international students can influence their choice to study in Thailand.

b.) SWOT Analysis

Table 1:

Strengths	Weaknesses
<ul style="list-style-type: none">● Targeted efforts to attract international students to pursue education in Thailand● Hands-on understanding of accommodation support and student onboarding● Effective use of digital platforms to engage with international students	<ul style="list-style-type: none">● Limited operational size may constrain outreach and support capacity● Reliance on local Thai institutions for academic placements● Heavy involvement of interns can lead to inconsistencies in service delivery● Brand visibility still developing

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<ul style="list-style-type: none">● Collaborative and culturally diverse working environment	compared to more established international agencies
<p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none">● Increasing interest in affordable international education options among ASEAN students● Potential to enter additional South Asian markets such as Myanmar and Bangladesh● Opportunities to collaborate with more Thai institutions and training centers● Expanding digital tools for smoother application processing and student engagement	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">● Shifting visa policies and immigration rules can disrupt recruitment● Rising competition from global and tech-driven consultancy firms● Financial instability or inflation may affect students' study plans● Evolving post-pandemic trends in education, including preference for online learning

5. OBJECTIVES OF THIS CO-OPERATIVE STUDIES

The co-operative education program's main objective is to provide Siam University students with practical, real-world experience in a professional setting. Students move from classroom theory to real-world application through this experiential learning, gaining the self-assurance and abilities necessary to successfully handle obstacles in the real world. Students can develop the interpersonal and technical skills necessary for long-term job success by interacting with seasoned professionals and day-to-day operations.

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I actively participated in a variety of organizational operations and marketing initiatives during my internship. These included aiding event planning for educational promotions, organizing student housing viewings, helping with regional marketing initiatives centered on Nepal, and helping to prepare the budget for forthcoming academic activities.

This exposure allowed me to deepen my understanding of international student services, regional outreach strategies, and event logistics. The opportunity to work in a cross-cultural team helped strengthen my communication, problem-solving, and organizational abilities, all of which are crucial in today's global work environment.



CHAPTER 2

CO-OP STUDY ACTIVITIES

1. JOB DESCRIPTION

As a Social Media & Marketing intern at Prestige Education (Thailand) Co., Ltd., I was actively involved in supporting the company's strategic outreach initiatives, particularly focused on the Nepalese student market. My primary responsibilities included managing social media platforms to boost engagement and promote our services, as well as assisting in regional promotional campaigns aimed at increasing brand visibility and student inquiries.

In addition to marketing efforts, I played a key role in financial planning and event coordination. I assisted in preparing detailed budgets for upcoming educational fairs, seminars, and promotional events, ensuring cost-effective planning while maintaining high standards. I was also responsible for helping coordinate logistical arrangements, including site visits and securing suitable accommodations for newly admitted students, ensuring a smooth transition for them upon arrival.

Working closely with the CEO and the Student Recruitment Manager, I contributed to the development and execution of student recruitment strategies that aligned with the company's mission of expanding access to international education. I also provided one-on-one guidance to prospective students, offering initial counseling, clarifying application procedures, and communicating accommodation options clearly and professionally.

Through this internship, I gained hands-on experience in both marketing and operations within the international education sector. My contributions supported the company's goal of delivering high-quality, student-focused consultancy services, while also enhancing the overall experience of students from their first inquiry through to their relocation abroad.

2.2 JOB RESPONSIBILITIES, WORK DUTIES

During my internship at Prestige Education (Thailand) Co., Ltd., I was entrusted with a variety of responsibilities that supported the company's regional marketing and operational activities, with a particular focus on the Nepal market. My role involved promoting the organization's educational services and events, assisting with student accommodation arrangements, and contributing to the financial planning and logistics of future outreach programs.

I played an active role in the creation and distribution of promotional content tailored for platforms such as Facebook, which helped increase awareness of Prestige Education among prospective Nepalese students. By aligning digital content with the company's messaging and goals, I contributed to strengthening its online presence and student engagement efforts.

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Beyond social media marketing, I assisted in organizing and budgeting for upcoming educational events, ensuring all resources were allocated efficiently and activities aligned with recruitment goals. I also coordinated closely with accommodation providers and newly admitted students, helping to arrange housing solutions and ensure a smooth settlement process. My proactive communication helped foster trust and reliability between the company, students, and partners.

This dynamic internship offered me hands-on experience in regional promotions, event coordination and student support. It significantly enhanced my organizational, communication, and problem-solving skills while deepening my understanding of international student services within an educational consultancy framework.

2.3 ACTIVITIES IN COORDINATING WITH CO-WORKERS

During my internship, effective collaboration with co-workers played a vital role in carrying out my responsibilities successfully. I worked closely with the CEO to receive guidance on marketing strategies and event planning, and I coordinated with other interns on student support tasks and accommodation logistics.

I regularly communicated with fellow interns to plan and schedule social media content, organize student housing viewings, and support promotional activities for upcoming educational events. We shared updates on student inquiries, discussed event budgeting, and worked as a team to ensure smooth operations and consistent messaging.

This collaborative environment helped strengthen my teamwork, communication, and organizational skills, while also contributing to a more unified approach toward student outreach and company promotion efforts.

2.4 JOB PROCESS DIAGRAM



Figure 3: Job Process Diagram

As part of my internship, I was engaged in student outreach and support for the Nepal market. The work followed a cyclical process centered around understanding student needs and delivering targeted engagement. The process began with identifying key student needs and regional trends in Nepal, particularly in areas related to education and accommodation. These insights guided the planning and preparation of tailored promotional content and materials, designed specifically for Nepalese audiences.

The created content was then shared strategically across relevant social media platforms to maximize visibility and impact. Alongside content promotion, I also assisted students by coordinating accommodation viewings and liaising with housing providers to ensure smooth transitions.

2.5 CONTRIBUTION AS A CO-OP STUDENT

During my internship at Prestige Education (Thailand) Co., Ltd., I was responsible for managing the company's Facebook page and supporting promotional activities aimed at the Nepalese market through influencer engagement.

Scheduling and publishing content to maintain a consistent online presence, as well as identifying and coordinating with influencers to boost brand visibility were my core duties. I also took part in

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training sessions conducted by partner universities, which provided valuable exposure to international education systems and strengthened collaboration efforts.

Additionally, I contributed to the company's event initiatives by assisting with budget planning and financial preparations for upcoming educational programs in Nepal. Through close collaboration with the marketing interns, I helped analyze campaign performance metrics and prepared reports to optimize our strategies.

This experience not only allowed me to develop valuable skills in digital marketing, data analysis, and financial planning, but also gave me the opportunity to support the company's mission of connecting Nepalese students with quality education opportunities while growing professionally in an international work environment.



CHAPTER 3

LEARNING PROCESS

3.1 PROBLEMS/ISSUES OF THE COMPANY

Throughout the internship, Prestige Education faced a number of difficulties:

- i) **Limited Resource Allocation:** Because Prestige Education is a growing company, it depends on a small workforce, which occasionally causes delays in internal communication and project
- ii) **Small Team, Too Many Roles:** With few employees, staff often have to handle multiple tasks, which can lead to burnout and reduced efficiency
- iii) **Difficulties Building Partnerships:** Establishing reliable relationships with universities were time-consuming and challenging
- iv) **Limited Brand Awareness:** Many potential clients may not know about the company yet, making it harder to gain trust and attract students.

3.2 SOLVING THE PROBLEMS

To address the issues:

- 1) Initiated the creation of a reusable calendar system to streamline social media scheduling and support a more strategic approach to digital content.
- 2) Developed and introduced Canva templates and finance tracking spreadsheets to enhance workflow efficiency and maintain visual and operational consistency.
- 3) Encouraged a feedback-driven culture through consistent check-ins with leadership to ensure clarity and alignment on deliverables.
- 4) Advocated for a structured onboarding system to enhance the integration process for incoming interns and staff.
- 5) Recommended building partnerships with additional institutions and leveraging CRM tools to automate recruitment tasks.

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- 6) Emphasized the importance of proactive, strategy-led content planning over ad-hoc posting to elevate digital engagement.

3.3 LITERATURE REVIEW

My internship at Prestige Education (Thailand) Co., Ltd. allowed me to apply academic theories in real-world scenarios, aligning closely with Kolb's (1984) experiential learning model. As a Social Media & Marketing Intern, I engaged in tasks such as managing localized social media content, budgeting for educational events, and supporting student transitions—each reinforcing theoretical knowledge through practical experience.

In developing digital content for the Nepal market, I applied Chaffey and Ellis-Chadwick's (2019) digital marketing principles, focusing on audience-specific content and engagement analysis.

Cross-cultural communication with Nepali students and accommodation providers drew on Deardorff's (2006) and Hofstede's (2001) frameworks, highlighting the importance of cultural intelligence in global education contexts.

Additionally, tools like SWOT analysis and CRM systems supported strategic marketing and operational planning, echoing the approaches suggested by Kotler and Keller (2016). Overall, this internship bridged the gap between theory and practice, enhancing my skills in student engagement, financial planning, and cross-cultural communication within an international consultancy environment.

3.4 RECOMMENDATIONS TO THE COMPANY

I strongly advise Prestige Education (Thailand) Co., Ltd. to continue funding official onboarding initiatives, developing multi-year projects, and include interns in strategic planning sessions. They would be more productive and make the transition easier for newcomers if they had a systematic orientation program and more defined task roadmaps. Incorporating interns into upper-level review or planning sessions may also enhance their educational experience and bring fresh ideas to the group. The company can provide a more dynamic, growth-oriented work environment that benefits the business and the interns by striking a balance between a number of routine chores and creative or strategic projects.

3.5 LEARNINGS FROM THE CO-OP STUDY

During my internship, I had the opportunity to apply theoretical knowledge from the classroom to real-world responsibilities, particularly in student recruitment, budgeting, and social media content planning. Working on initiatives targeted at the Nepal market allowed me to strengthen key skills such as communication, financial planning, and event coordination. The fast-paced and dynamic environment taught me how to manage multiple tasks efficiently and improved my organizational and time management abilities. Collaborating with a multicultural team and supporting students from diverse backgrounds also broadened my cultural awareness and enhanced my ability to work in an internationally focused setting. This experience not only deepened my practical understanding of the education consultancy field but also prepared me for future roles in global student support and engagement.

3.6 COURSEWORK APPLICATION IN THE REAL WORLD

My academic foundation in Finance, Investments, and Marketing has been highly applicable to my internship role and has significantly enriched my professional contributions. The financial analysis and budgeting skills I gained through finance courses were essential in preparing cost-effective plans for educational events and assisting with budget tracking and financial documentation. These skills ensured accuracy and strategic use of resources in a fast-paced work environment.

The marketing concepts I studied proved valuable in developing and managing social media content targeted at the Nepal market. Understanding brand positioning, audience segmentation, and communication strategies helped me create content that was both impactful and culturally relevant. Courses in marketing research also enhanced my ability to analyze student engagement trends and adapt outreach strategies based on data insights.

Additionally, knowledge gained from strategic management studies enabled me to think critically about the organization's growth and outreach strategies. Tools like SWOT and PESTEL analysis allowed me to evaluate internal strengths and external opportunities, contributing to more informed decision-making. The combination of finance, marketing, and strategy coursework has

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given me a well-rounded perspective, allowing me to support both operational execution and long-term planning throughout my internship.

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

During my cooperative education internship at Prestige Education (Thailand) Co., Ltd., I developed a diverse set of professional skills in student recruitment, financial planning, event coordination, and cross-cultural communication.

In content and digital marketing, I gained hands-on experience in creating and managing social media content tailored to the Nepalese student market. I learned how to align messaging with audience interests and track engagement to refine outreach strategies. My skills in financial planning and analysis were strengthened through budgeting for educational events, where I focused on cost-effectiveness and logistical feasibility.

Cross-cultural communication was a key component of my role, as I interacted with students, team members, and stakeholders from varied backgrounds. This helped me build confidence in delivering clear and respectful communication in a multicultural work environment.

I also enhanced my research and organizational skills by supporting student accommodation arrangements and gathering relevant market data to support recruitment planning. These experiences sharpened my problem-solving and critical thinking abilities, allowing me to contribute meaningfully to the company's strategic goals and deepen my understanding of the education consultancy sector.

CHAPTER 4

CONCLUSION

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

I had the valuable opportunity to intern at Prestige Education (Thailand) Co., Ltd., where I was actively involved in a broad range of responsibilities that contributed to both my personal development and the company's regional outreach. My key roles included managing Nepal-focused social media content, assisting with financial planning for educational events, supporting student accommodation arrangements, and coordinating promotional activities.

In the area of student recruitment, I worked closely with the CEO and Student Recruitment Manager to organize and support events aimed at engaging Nepalese students. I contributed to creating informative and culturally relevant digital content while also helping design cost-effective budgets and logistical plans to support company activities in the region.

Additionally, I played a part in improving the onboarding process for incoming students by assisting with accommodation coordination and ensuring effective communication between students and service providers. My involvement in team coordination and regular check-ins with leadership enhanced my ability to align on goals and deliver projects efficiently.

This internship gave me practical exposure to the international education consultancy sector, strengthening my skills in communication, research, planning, and cross-cultural collaboration. It was an enriching experience that deepened my understanding of global education systems and prepared me for future professional opportunities in this field.

4.2 MY EVALUATION OF THE WORK EXPERIENCE

My development was greatly aided by this experience. While obstacles like inconsistent content or blockages in the finance tracking system taught me how to adapt and come up with solutions, the open work culture and the CEO's mentoring encouraged me to take the initiative. The experience was fulfilling because it combined artistic and analytical labor.

4.3 LIMITATIONS OF MY CO-OP STUDIES

While my internship was a valuable and enriching experience, there were several limitations that presented opportunities for further development. One notable limitation was limited involvement in high-level strategic planning or market expansion meetings. Being part of such

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discussions could have provided deeper insight into the company's long-term recruitment strategies, especially in the Nepalese market.

Additionally, the absence of a structured onboarding process made the initial phase somewhat challenging, particularly in understanding internal workflows, available tools, and key performance expectations. While I contributed significantly to social media content and financial planning for regional events, some initiatives lacked clearly defined long-term goals, which occasionally led to a more reactive rather than proactive approach.

Furthermore, while managing and localizing digital content for the Nepal market was integral to building regional engagement, the repetitive nature of content tasks occasionally limited opportunities for deeper creative exploration or skill diversification in marketing strategy and analytics.

Addressing these areas—especially through improved onboarding, clearer project frameworks, and exposure to strategic decision-making—could greatly enhance the intern learning experience and support operational effectiveness in future internship cycles.

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

I made a contribution to improving internal operations and strategic planning in support of the organization's quest for continual development. Creating official onboarding materials and putting weekly evaluation processes in place were two of my major efforts that made it possible to integrate interns seamlessly and track their success. In order to make content activities goal-focused and quantifiable, I also suggested developing a long-term content strategy that includes key performance indicators (KPIs) and frequent performance evaluations. In order to expand the company's educational offerings and create brand recognition in a cutthroat market, I also underlined the significance of forging closer external partnerships.

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INTERN AT PRESTIGE EDUCATION (THAILAND) CO. LTD.

i.) Appendix

a.) Daily diary

Internship Company: Prestige Education (Thailand) Co., Ltd.
Department: Social Media & Marketing intern
Intern: Tenzing Gurung
Duration: 16 weeks
Start Date: 10th February 2025
Ending Date: 2nd June 2025

Month: February

Date	Task
10-Feb-25	Viewed the office premises and got introduced to the team.
11-Feb-2025	Set up and organized workspace; attended onboarding discussion.
12-Feb-2025	Familiarized with company tools and social media platforms.
13-Feb-2025	Familiarized with company tools and social media platforms.
14-Feb-2025	Managed and scheduled social media content for Nepal market.

Month: February

Date	Task
17-Feb-2025	Coordinated with the Student Recruitment Manager on outreach activities.
18-Feb-2025	Reviewed student applications and provided transition support.
19-Feb-2025	Viewed accommodation arrangements for incoming students.
20-Feb-2025	Worked on cost-effective budget drafts for upcoming student events.
21-Feb-2025	Communicated with students regarding onboarding queries.

Month: February

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Date	Task
24-Feb-2025	Helped design promotional content tailored to Nepalese students.
25-Feb-2025	Assisted in planning outreach strategies with the CEO and local team.
26-Feb-2025	Analyzed student engagement data from recent campaigns.
27-Feb-2025	Managed and scheduled social media content for Nepal market.
28-Feb-2025	Managed and scheduled social media content for Nepal market.

Month: March

Date	Task
03-Mar-2025	Coordinated with the Student Recruitment Manager on outreach activities.
04-Mar-2025	Reviewed student applications and provided transition support.
05-Mar-2025	Researched on Nepali influencers
06-Mar-2025	Worked on cost-effective budget drafts for upcoming student events.
07-Mar-2025	Communicated with students regarding onboarding queries.

Month: March

Date	Task
10-Mar-2025	Helped design promotional content tailored to Nepalese students.
11-Mar-2025	Contact Nepali influencers for promotion
12-Mar-2025	Analyzed student engagement data from recent campaigns.
13-Mar-2025	Managed and scheduled social media content for Nepal market.
14-Mar-2025	Check analytics/finance emails and content engagement.

Month: March

Date	Task
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- 17-Mar-2025 Coordinated with the Student Recruitment Manager on outreach activities.
- 18-Mar-2025 Reviewed student applications and provided transition support.
- 19-Mar-2025 Supported accommodation arrangements for incoming students.
- 20-Mar-2025 Worked on cost-effective budget drafts for upcoming student events.
- 21-Mar-2025 Communicated with students regarding onboarding queries.

Month: March

Date	Task
24-Mar-2025	Helped design promotional content tailored to Nepalese students.
25-Mar-2025	Co-ordinate with manager for promotion of page
26-Mar-2025	Create poster and ad for Nepal market
27-Mar-2025	Managed and scheduled social media content for Nepal market.
28-Mar-2025	University international programs research.

Month: April

Date	Task
31-Mar-2025	Coordinated with the Student Recruitment Manager on outreach activities.
01-Apr-2025	Reviewed student applications and provided transition support.
02-Apr-2025	Update Nepal page for online promotion

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03-Apr-2025 Worked on cost-effective budget drafts for upcoming student events.

04-Apr-2025 Communicated with students regarding onboarding queries.

Month: April

Date	Task
07-Apr-2025	Helped design promotional content tailored to Nepalese students.
08-Apr-2025	Assisted in planning outreach strategies with the CEO and local team.
09-Apr-2025	Clean up and archive content, documents, or drafts for easy future access.
10-Apr-2025	Host a mini content brainstorm with the team or fellow interns.
11-Apr-2025	Managed and scheduled social media content for Nepal market.

Month: April

Date	Task
14-Apr-2025	Songkran Festival
15-Apr-2025	Songkran Festival
16-Apr-2025	Reviewed student applications and provided transition support.
17-Apr-2025	Worked on cost-effective budget drafts for upcoming student events.
18-Apr-2025	Communicated with students regarding onboarding queries.

Month: April

Date	Task
21-Apr-2025	Helped design promotional content tailored to Nepalese students.
22-Apr-2025	Assisted in planning outreach strategies with the CEO and local team.
23-Apr-2025	Analyzed student engagement data from recent campaigns.

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24-Apr-2025 Managed and scheduled social media content for Nepal market.

25-Apr-2025 Adjust content based on top-performing posts.

Month: April

Date	Task
28-Apr-2025	Attend meeting with partner institute Global Academy (GA) to learn more about their institution.
29-Apr-2025	Reviewed student applications and provided transition support.
30-Apr-2025	Supported accommodation arrangements for incoming students.
01-May-2025	Worked on cost-effective budget drafts for upcoming student events.
02-May-2025	Communicated with students regarding onboarding queries.

Month: May

Date	Task
05-May-2025	Helped design promotional content tailored to Nepalese students.
06-May-2025	Assisted in planning outreach strategies with the CEO and local team.
07-May-2025	Analyzed student engagement data from recent campaigns.
08-May-2025	Managed and scheduled social media content for Nepal market.
09-May-2025	Research and list new universities to partner with.

Month: May

Date	Task
12-May-2025	Coordinated with the Student Recruitment Manager on outreach activities.

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13-May-2025	Reviewed student applications and provided transition support.
14-May-2025	Continue working on university research and trends to seek partnership.
15-May-2025	Worked on cost-effective budget drafts for upcoming student events.
16-May-2025	Assisted with budgeting and logistical planning for Nepal education events.

Month: May

Date	Task
19-May-2025	Helped design promotional content tailored to Nepalese students T-shirts
20-May-2025	Update Nepal facebook page and answer queries
21-May-2025	Review on previous meetings
22-May-2025	Managed and scheduled social media content for Nepal market
23-May-2025	Search for upcoming educational fairs or events in Nepal

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Figure 4&5: Meeting with partner institute Global Academy (GA) with my supervisor.



Figure 6&7: Meeting with representatives of Sheffield Hallam University alongside my supervisor and company advisor to discuss potential collaboration opportunities.