



Cooperative Education Report

Enhancing Efficiency of Siam University Mediums

Written by

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This report is submitted in partial fulfillment of the requirements for Cooperative Education,

Faculty of Business Administration, Academic Semester 2/2024

Siam University

Title: Enhancing Efficiency of Siam University Mediums

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

Oral Presentation Committees



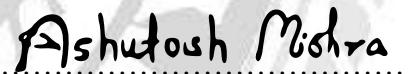
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ABSTRACT

This report titled "Enhancing efficiency of Siam University Mediums," outlines the practical experience gained through active participation in the Corporate Image and Communications Department at Siam University. It focuses on the roles and responsibilities undertaken to support the university's faculties and enhance their visibility within a competitive academic environment.

The objectives of this study are twofold: First, to apply theoretical knowledge in communication, marketing, and design to real-world projects aimed at strengthening the university faculty. Second, to understand the strategic role of Corporate Image and Communications in differentiating the university's faculties from others. My responsibilities included content creation, assisting with digital marketing, organizing events, and collaborating across departments to promote faculty identity effectively.

Throughout the 16-week period, I worked on combining creative strategies with practical approaches to improve university communications. Key projects involved enhancement of the Strong Siam App, the university's primary application, producing digital content for faculty promotions, supporting event management, and contributing to campaigns that align with Siam University's goals. This experience provided a deeper understanding of communication strategies and equipped me with skills in project execution, time management, collaboration, fostering significant personal and professional growth.

Keywords: communication strategies, corporate image, digital content,

Acknowledgment

I am profoundly grateful for the opportunity to undertake this 16-week Cooperative Education journey at Siam University, an experience that has not only enriched my professional skills but also allowed me to grow personally and academically. This journey would not have been possible without the support and encouragement of several remarkable individuals, whose guidance and collaboration I deeply value.

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My deepest thanks go to **Ms. Galaya Glomwidh**, Director of Corporate Image and Communications, who served as my supervisor and mentor throughout this program. Her leadership, constant support, and valuable insights have been instrumental in shaping my contributions and learning during this experience.

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A heartfelt thanks to the Deans, faculty members, staff, and colleagues across the eight departments I worked with—Admission Center, Liberal Arts, Law, Communication Arts, Engineering, Information Technology, MBA, and Student Affairs. Their collaboration, insights, and support have made this journey truly enriching and fulfilling.

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Rahul Shakya

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List of Abbreviations:

1. **SU:** Siam University
2. **Co-Op:** Cooperative Education Program
3. **UN SDG:** United Nations Sustainable Development Goals
4. **ASEAN:** Association of Southeast Asian Nations
5. **SAR:** Self-Assessment Report
6. **QA:** Quality Assurance

Chapter 1: INTRODUCTION

1. Company Overview



Figure 1: Siam University Chalermprakiat building no.19, Source:(ICOSIAM, 2022)

Established in 1965 by Dr. Narong Mongkhonvanit, Siam University began as Thailand's first private engineering school and has since become one of the country's most respected private universities. Located in southwest Bangkok, the university serves as a dynamic hub for higher education, offering a wide variety of programs to meet the needs of a globalized society (Siam University, 2023).

Siam University provides an extensive range of undergraduate and graduate programs across 14 faculties and 2 colleges, covering fields such as Health Sciences, Engineering and Technology, Social Sciences, and Humanities. With a community of over 10,000 students, including a large proportion of international students, the university fosters a multicultural environment that enhances the learning experience and prepares students for success in a global context (Siam University, 2023).

Guided by the Sufficiency Economy Philosophy of the late King Rama IX and the United Nations Sustainable Development Goals (SDGs), Siam University emphasizes sustainability and social responsibility. The campus operates as a living laboratory for innovation, featuring initiatives like the Healthy Space and Learning Garden, which reflect the university's dedication to environmental awareness and holistic education (Siam University, 2023).

The Cooperative Education Program is another cornerstone of Siam University's educational model, connecting academic knowledge with practical experience. This program ensures that students graduate with the skills and hands-on expertise necessary to excel in their careers.

As a leader in private higher education, Siam University continues to inspire progress by nurturing future leaders, innovators, and change-makers. Its focus on quality, sustainability, and inclusivity strengthens its reputation as one of Thailand's premier institutions for higher education.

1.1 Mission of the Company

Siam University aims to nurture students who possess critical knowledge, advanced professional skills, and an entrepreneurial mindset, empowering them to drive innovation and make a tangible impact in the real world. By focusing on employability, the university ensures its graduates are prepared for dynamic careers, combining technical expertise with practical experience gained through programs like Cooperative Education. The institution's commitment to sustainability aligns with global initiatives, promoting environmentally responsible practices and education to create a positive future for both local communities and the planet. Additionally, its emphasis on diversity fosters an inclusive academic environment that celebrates multiculturalism, encouraging collaboration and innovation through an appreciation of differences (Siam University, 2023).

Through its "Sustainable University, Sustainable District" policy, Siam University incorporates sustainability into its operations and values. Inspired by the United Nations' Sustainable Development Goals (SDGs) and King Rama IX's Sufficiency Economy Philosophy, the university implements programs that benefit students, staff, and the surrounding community. This dedication reflects Siam University's role as a progressive institution focused on developing skilled, adaptable graduates equipped to tackle global challenges.

1.2 Vision of the Company

Siam University envisions itself as a "leading institution creating innovation for a sustainable future," focusing on incorporating employability, diversity, and sustainability into its educational approach. The university strives to prepare graduates for the challenges of a globalized world, foster the promotion of Asian wisdom within the ASEAN community, and instill ethical values while honoring cultural and belief diversity.

1.3 Strategies of the Company

Siam University focuses its strategies on sustainability, innovation, and academic excellence, reflecting its vision of being a leading institution for sustainable progress. Through its "Sustainable University, Sustainable District" policy, the university incorporates sustainability into its curriculum and operations, guided by the Sufficiency Economy Philosophy of the late King Rama IX and the United Nations Sustainable Development Goals (SDGs). Aiming to achieve carbon neutrality by 2045, the university promotes initiatives such as carbon reduction technologies, clean energy adoption, and the 3R campaign (Reduce, Reuse, Recycle).

To drive innovation and digital transformation, Siam University prioritizes modern learning environments and entrepreneurial development. It offers various programs, including dual-degree options through global partnerships, and integrates sustainability education into at least 75% of its courses. The university aligns its research and community engagement activities with global development objectives. Additionally, its initiatives focus on fostering physical, mental, and emotional well-being while promoting diversity and inclusion. These efforts demonstrate the university's holistic approach to education, ensuring its graduates are well-equipped to tackle global challenges (Sustainable Siam, n.d.).

2. Organizational Structure

2.1 Diagram of the organizational structure

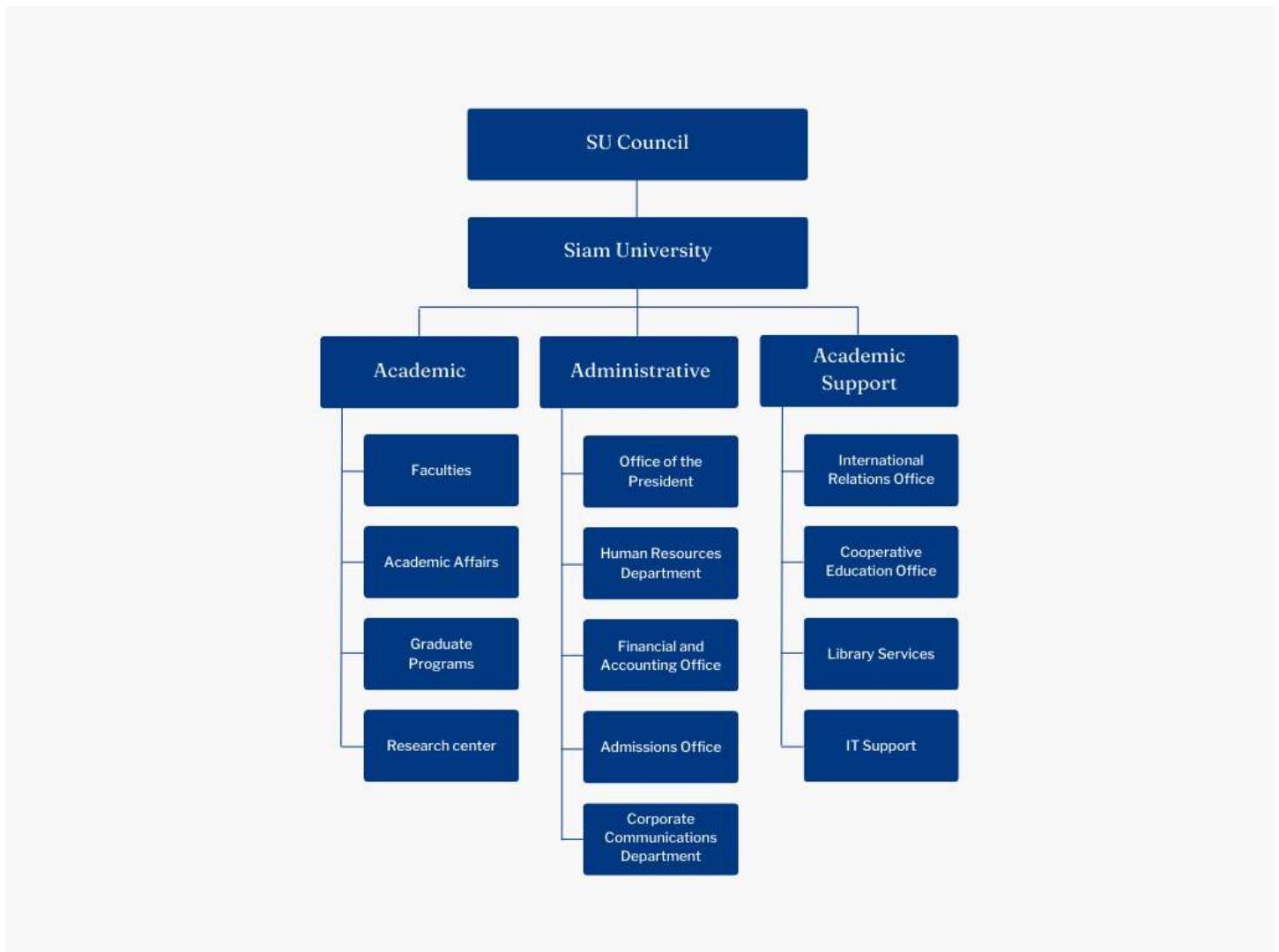


Figure 2: Organizational Structure of Siam University

2.2 My Job Position

As a **Cooperative Education Student** in the Corporate Image and Communications Department at Siam University, my role was integral to facilitating collaboration and ensuring the smooth execution of work across various faculties, which included the Admission Center, Liberal Arts, Law, Communication Arts, Engineering, Information Technology, MBA, and Student Affairs. This position required me to coordinate and oversee a comprehensive cooperative project that aligned with the university's objectives and priorities.

Key responsibilities included fostering effective communication between faculties to align project goals, gathering crucial information such as student profiles, achievements, and curriculum details, and ensuring the achievement of essential program learning outcomes. These outcomes focused on developing collaborative skills, digital literacy, presentation abilities, and green initiatives within a structured timeline for each unit.

I actively participated in weekly meetings with the Dean and faculty representatives to report on progress and gather insights for further improvements. Presentations and final reports were prepared and submitted to highlight the skill-building outcomes achieved during the project. Additionally, I supported administrative functions such as task registration and timely documentation, ensuring the project adhered to its schedule and deliverables.

This opportunity allowed me to work closely with different faculties and departments, engage with external stakeholders, and gain invaluable exposure to how marketing and communications are managed at a university level. I was able to go beyond the initial scope of my cooperative education and contribute significantly to projects, demonstrating my initiative and growth throughout the process.

2.3 My Job Position in the Organization

As a Cooperative Education Student at Siam University, I held the position of a **Cooperative Project Associate**, where my primary responsibility was to support the coordination and execution of key projects across various faculties. Working closely with the team and under the direct supervision of **Ms. Galaya Glomwidh**, Director of Corporate Image and Communications Department and **Ms. Busaba Saenprasert**, Assistant to the director of the department, this role allowed me to contribute to the university's operational framework while gaining valuable professional experience.

A significant aspect of my position involved contributing to the university faculty's **Self-Assessment Report (SAR)** and supporting its **Quality Assurance (QA)** processes. I assisted in gathering and organizing critical data on faculty achievements, student outcomes, and project milestones, which were integral to meeting institutional standards and accreditation requirements. These tasks involved close collaboration with faculty representatives and administrative teams to ensure accuracy and consistency.

3. Intentions and Motivation to choose Siam University

I chose to undertake my cooperative education here at Siam University's Corporate Image and Communications Department because it aligns perfectly with my academic background, professional aspirations, and passion for marketing and communications. As a cooperative education student, I see this opportunity as a chance to immerse myself in a dynamic and forward-thinking environment that plays a pivotal role in shaping the university's brand and image.

Undertaking cooperative studies here at Siam University offers me the chance to step out of my comfort zone and immerse myself in a dynamic and globally connected environment. This opportunity would allow me to experience a more rigorous and professional work culture compared to my experiences in Nepal, pushing me to adapt, learn, and grow. It also challenges me to prove my abilities to new people in a diverse setting, fostering a sense of determination and resilience. Gaining international experience would not only enhance my professional development but also provide me with a broader perspective on global educational practices and operations.

Siam University's recognition in various rankings, such as THE impact ranking, QS ranking and U-Multirank, reflects its dedication to quality education. Additionally, the university's emphasis on sustainability is evident from its ranking as the top 5 of Thailand and 74th globally according to the 2024 UI GreenMetric World University Rankings.(GreenMetric, 2024) These achievements highlight Siam University's commitment to excellence and innovation.

This offers me the opportunity to apply my theoretical knowledge in a real-world context, develop essential professional skills, and contribute to initiatives that highlight Siam University's excellence in education and community engagement.

4. Strategic analysis of Siam University

A. SWOT analysis



Figure 2: SWOT analysis of Siam university (*Image created by the author*)

By conducting a SWOT analysis, I was able to identify key areas of focus for my role as a Cooperative education student. Understanding Siam University's strengths, such as its diverse academic programs and commitment to sustainability, helped me align my efforts with the university's strategic goals. Similarly, recognizing opportunities like the growing demand for technology-driven education enabled me to contribute to projects such as the Strong Siam App and digital updates for faculty websites. Addressing identified weaknesses and mitigating threats also guided my approach to ensuring that collaborative projects across faculties were efficient and impactful.



5. Objective of Co-operative Studies

The primary objective of my cooperative studies was to bridge the gap between theoretical concepts I studied in strategic communication and project management and their practical application in a professional environment. Through enhancing Siam university's mediums creatively and effectively, such as creating bilingual banners, developing the Strong Siam App Guide, and proposing alumni engagement strategies, I aimed to improve student and stakeholder engagement. The cooperative education provided me a platform to develop professional skills like project management, problem-solving, and digital marketing.

Additionally, this experience transformed my perspective on sustainability, what was once a mere academic term evolved into a critical concept that I now recognize as profoundly impactful in the real world. In 2016, Siam University became the first private university to join SUN Thailand, underscoring its dedication to integrating sustainable practices within higher education and recently during my study here, in August 2024 Siam University hosted the SUN Thailand traveling event bringing together representatives from various universities to discuss and share sustainable practices that they have done, this made an everlasting impact on me as I was present to witness the importance of sustainability in real world time.



Figure 4: SUN Thailand Roadshow 2/2024 hosted by Siam University (Source: Siam University Facebook)

Ultimately, this cooperative study allowed me to evaluate my career opportunities, interact with influential professionals, and gain a clearer sense of my future goals. It offered a holistic understanding of the challenges and opportunities in strategic communication and institutional operations while enabling me to develop practical skills that will benefit my personal and professional growth.



Chapter 2: Co-op Study Activities

2.1 Job Description

My 16-week cooperative education experience at Siam University was an incredibly valuable and immersive journey. It provided me with the opportunity to apply my academic knowledge in a real-world setting, contributing directly to the projects of the Corporate Image and Communications Department. During this period, I followed a structured 9 AM to 5 PM schedule from Tuesday to Saturday, working on-site at the university, which allowed me to fully engage with the team and the tasks at hand.

As a Cooperative education student, I was responsible for coordinating and overseeing a comprehensive cooperative project across multiple faculties within the university. This includes facilitating collaboration between the following departments: Admission Center, Liberal Arts, Law, Communication Arts, Engineering, Information Technology, MBA, and Student Affairs. I ensured the achievement of program learning outcomes and skill-building objectives within each unit.

Key Responsibilities:

1. Coordination and Collaboration:

- Facilitate communication between various faculties and departments to align project goals.
- Collaborate with the faculty team to gather information, including student profiles, achievements, and faculty qualifications.

2. Program Learning Outcomes:

- Ensure the development of the following key skills:
 1. Collaborative Skills
 2. Digital Skills
 3. Presentation Skills
 4. Green Skills
- Oversee the achievement of these learning outcomes over a 1-week/unit period.

3. Information Gathering:

- Coordinate with faculty members to collect relevant information, including curriculum details, admission requirements, student profiles, and achievements.
- Compile faculty lists with qualifications and experience for publication.

4. Meetings and Reporting:

- Attend a weekly meeting with the Dean and 1-2 faculty members to report on progress and gather additional information.
- Prepare a presentation for each assigned unit and submit a final report of work done, highlighting skill development outcomes.

5. Administrative Duties:

- Support faculty and HR departments with tasks as needed, including registering for work at the HR department.
- Ensure all reporting and documentation are completed on time

2.2 Work responsibilities/ duties over the 16-week period of Co-Op study

Week 1: Orientation and Initial Projects

In the first week, I attended an orientation session with key faculty members to familiarize myself with departmental objectives and workflows. To initiate my responsibilities, I reviewed the university's website, mobile app, and social media platforms to identify areas for enhancement. One of my primary tasks was collaborating with the development team to improve the Siam University Mobile App "Strong Siam", focusing on two critical features: the booking function and the campus map layout.

For the campus map layout, I photographed the exterior of every building on campus to ensure students could easily recognize them. This was particularly helpful for students unfamiliar with building numbers. For instance, the Global Academy is Building No. 3, but students might not associate the name with its number. The photographs provided a visual reference to make navigation around campus more intuitive.

The booking function, on the other hand, was designed to streamline reservations for the university's sports center. With four badminton courts frequently fully booked, the feature allowed students to register for a court in advance, avoiding long wait times. Similarly, table tennis bookings benefited from this system, though basketball and volleyball did not require reservations due to the nature of their use. These improvements enhanced the App's usability and addressed specific student needs, laying a strong foundation for future projects.

Week 2-3: Event Promotions and Video Coordination

During weeks two and three, I actively contributed to the university's promotional efforts by designing social media posts and banners for events such as **Teacher's Day** and **SUN Thailand**. For these events, I captured key moments alongside one of the university photographers to ensure high-quality visuals for Facebook posts. The goal was to allow students who were unable to attend to stay informed about the events. I also wrote engaging captions for these posts and updated the university website's "**Inside Campus**" section, which features recent news, activities, and achievements. As the website requires pictures to be in a specific size of 360x330 pixels, I edited all images to meet these specifications before uploading them.

Before collaborating with the Liberal Arts faculty, I attended a meeting with the university president **Dr. Pornchai Mongkhonvanit**, during which I was assigned a comprehensive task to work with eight faculties over the course of my cooperative education program. The president provided clear guidance, detailing the objectives I needed to achieve by the end of the 16 weeks

With a clear vision of my responsibilities, I began with the **Liberal Arts** faculty. At that time, the faculty was celebrating its success in the “**SIAM AMBASSADORS**” event, where both the male and female winners were from Liberal Arts. I decided to interview the winners, exploring their journey to victory, the motivations behind their participation, and their feelings about the achievement. Additionally, I captured interviews and campus visuals for promotional videos, which I later edited to align with the university’s branding and visual identity. These tasks provided valuable insights into effectively promoting faculty achievements and engaging the university community.

Week 4-5: Faculty Collaborations and App Refinements

During weeks four and five, I worked closely with faculty members to develop digital layouts and promotional materials. A significant achievement during this period was creating a comprehensive guide for the **Strong Siam App**. This guide detailed the app’s 17 features, explaining their purpose and how they benefit students. Each feature was described with clarity, showcasing how it could enhance the student experience and ensure a user-friendly approach to the app. Throughout this process, I received invaluable support and feedback from my supervisors, **Director Galaya** and **Asst. Director Busaba**, who guided me in refining the guide’s content and design. Their insights helped shape the guide into a resourceful tool for students, simplifying navigation and highlighting the app's full potential.

Simultaneously, I updated ambassador profiles across faculty websites. Nearly every faculty participated in the Siam Ambassador contest, and I ensured their representatives were prominently featured on their respective web pages. For instance, I highlighted the BBA male and female ambassadors on the BBA faculty site, pairing each ambassador with a personalized bio that matched their faculty’s focus. For Communication Arts, I emphasized the male ambassador's passion for creativity, while for IT ambassadors, I showcased their enthusiasm for technology and innovation. Each profile was tailored to resonate with the faculty’s identity and to inspire students.

Following the president’s task assignment, my next collaboration was with the Communication Arts faculty.

During this period, the faculty hosted a talent showcase where students from Year 1 to Year 4 presented their creative projects, ranging from music videos to original stories with custom graphics. Remarkably, the winners of the competition in Year 1 stood out by recreating their own version of a popular Thai music video. They deeply understood the essence of the original song and used it to craft a visually captivating and imaginative video that resonated with the students who captivated the judges with their innovative ideas and outstanding execution. Recognizing this as a compelling story for the university community, I interviewed the winners to capture their journey, exploring what inspired their project, the challenges they faced, and the support they received. This content was then prepared to highlight the talent and creativity of the university's students, further engaging the community.

Week 6-9: Expanding Digital Content

From weeks six to eight, my work expanded to include advanced layouts and event documentation, alongside new responsibilities within the Admission Center department. My first task in this department began with a meeting led by **Ms. Saowanee Praromerum**, Director of the Admission Center, along with other team members. During this meeting, we discussed how I could assist the department in their efforts to attract prospective students. I learned that the department frequently participates in school visits and education fairs to present Siam University as a leading choice for higher education. As part of their presentations, they used a "**7 Reasons to Choose Siam University**" slideshow, which was a little bit outdated and in need of a modern refresh. I redesigned the presentation, giving it a clean, contemporary, and visually appealing look that effectively captured the university's branding and messaging.

Additionally, I created a video guide titled "**How to Apply for Siam University**" to address common questions about the application process. The video provided a step-by-step overview of application methods and was designed to be straightforward and accessible. To enhance its quality, I collaborated with a friend I met during the program, who contributed their voice for the video's voiceover. The final product aimed to simplify the process for prospective students and improve their application experience.

Another significant project during this time was preparing promotional materials for an upcoming Open House education fair, hosted in the Siam University sports complex. I designed nine banners for this event: four in English, four in Thai, and one specifically for the Facebook cover. These banners followed the theme "**AI & Learning: Towards a World of Innovation**," which highlighted the university's focus on modern, innovative education. Each banner was meticulously designed and refined based on feedback to ensure it

appealed to its intended audience. The Thai banners targeted local viewers, while the English versions catered to international audiences. Once finalized, the banners were published on the university website and social media platforms, effectively promoting the event and attracting attendees.

Week 10-12: Further collaboration with the Faculties

During weeks ten to twelve, I collaborated with **Dr. Phairat Boonsuwan**, a faculty member from the MBA program of the university, to enhance their digital presence. One of the key issues identified was the need to showcase MBA alumni and their achievements to inspire prospective and current students. To address this, I designed a layout proposal for an "**Alumni Section**" on the MBA website, illustrating how alumni profiles could be displayed effectively. Additionally, I created four distinct banner designs for the MBA program's main page, giving the team options to choose a design that best aligned with their vision. As part of this project, I reached out to several MBA alumni, gaining their permission to feature their profiles on the website, further enriching the content and inspiring potential applicants. These efforts aimed to elevate the MBA program's online presence and better connect with its audience.

Week 13-16: Final Collaborations and Deliverables

In the final weeks, I collaborated with the Engineering Faculty to update their main website banner with the support of **Ms. Busaba Saenprasert**, Assistant Director of the Corporate Image and Communications Department. After identifying that the existing banner was outdated, I proposed five to four new banner layouts for their review. The faculty selected their preferred design, and I proceeded to refine it based on their feedback to align with their branding.

Additionally, I worked on creating a banner layout for the department's organizational structure, which showcased its various subdivisions, including Mechanical Engineering, Computer Engineering, Civil Engineering and others as to show the importance of presenting the hierarchy, clearly to enhance understanding and navigation for both students and faculty.

As a side project during this time, I also designed a banner for the Political Science Department's Open House announcement. This banner was prepared for posting on the university website to effectively promote the event. These tasks marked the completion of my collaborative efforts, ensuring all deliverables were

professional and met the expectations of the respective faculties.

Key Results of Cooperative Education Program

1. Enhanced Digital Tools and Usability:

- Designed and implemented a comprehensive user guide for the **Strong Siam App**, detailing 17 features to improve usability for students.
- Collaborated with the development team to enhance the **booking function** for sports facilities, streamlining reservations for badminton and table tennis courts.
- Updated the **campus map layout**, including photographed exteriors of all university buildings for easier navigation.

2. Improved Event Promotion and Visibility:

- Created and published promotional content for major events such as **Teacher's Day**, **SUN Thailand**, and the **Open House Education Fair**.
- Designed bilingual banners (Thai and English) for the Open House, aligning with the theme "**AI & Learning: Towards a World of Innovation**".
- Captured event highlights through photography and video, ensuring that students who couldn't attend could stay informed via the university website and social media.

3. Revamped Faculty and Department Materials:

- Updated ambassador profiles across multiple faculty websites, incorporating personalized bios that reflected their unique roles and achievements.
- Designed and finalized an "**Alumni Section**" layout for the MBA program to showcase alumni accomplishments.
- Created five banner designs for the **MBA program's main page**, refining their digital presence.
- Developed a detailed organizational structure layout for the **Engineering Faculty**, visually representing its subdivisions.

4. Innovative Video Content:

- Produced a "**How to Apply for Siam University**" video guide, simplifying the application process with a step-by-step tutorial and voiceover.
- Coordinated and edited promotional videos for events such as the **COM Arts Battle** and **SIAM Ambassadors** competition, highlighting student achievements and creativity.

5. Modernized Presentations:

- Redesigned the Admission Center's **"7 Reasons to Choose Siam University"** presentation, giving it a modern and refreshing look for education fairs.
- Collaborated with faculty and staff to ensure all materials adhered to branding standards and effectively communicated the university's values.

6. Collaborative Achievements:

- Partnered with multiple faculties, including Communication Arts, Liberal Arts, Engineering, and MBA, to deliver tailored solutions for their digital and promotional needs.
- Actively sought feedback from supervisors and faculty members, refining deliverables to exceed expectations.

7. Strengthened University Branding:

- Produced high-quality visuals, layouts, and designs that aligned with Siam University's branding and communication goals.
- Contributed to fostering student engagement by promoting talent showcases, ambassador contests, and innovative projects.

2.3 Job Process Diagram

Job Process Diagram: Cooperative Education Program

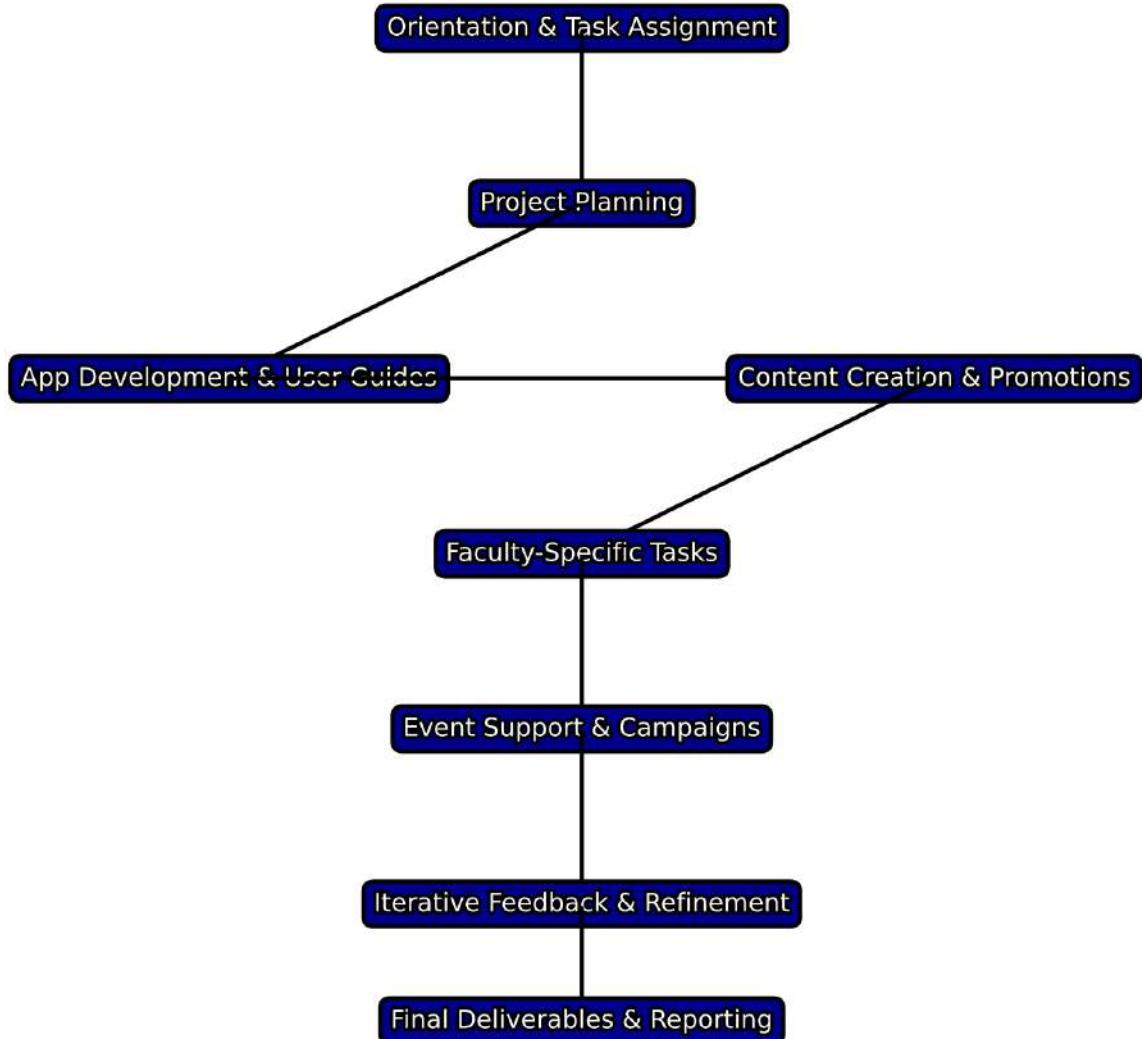


Figure 6: Job process diagram at Siam University (*image created by the author*)

2.4 Contributions as a Co-Op Student at Siam University

During my time as a Co-Op student, I approached every task with enthusiasm and a willingness to learn. While I was mindful of my role as a student, I also felt encouraged to share my thoughts and ideas whenever I believed they could add value. I was fortunate to be entrusted with meaningful responsibilities, which I approached with dedication and care. One of my key contributions was assisting in enhancing the university's digital platforms and marketing efforts. I suggested updates to the website and content strategies that aligned with contemporary practices, aiming to strengthen the university's online presence. It was rewarding to see my input help shape these improvements, especially after receiving guidance and support from my supervisors.

Overall, I viewed my role as an opportunity to learn and contribute where I could. I am grateful for the trust and collaboration extended to me, which allowed me to grow both personally and professionally while supporting the university's initiatives.

Chapter 3: Learning Process

3.1 Problems/Issues of the university:

Problem Statement:

1. Communication Challenges

A notable challenge faced by Siam University is addressing the communication needs of non-Thai speakers within its diverse community. While Thai is understandably the primary language used across departments, this can create barriers for individuals who do not speak the language fluently. The reliance on Thai for most communications often necessitates additional support, such as translation or mediation, to ensure effective collaboration. While departments are generally supportive, this situation highlights an opportunity for the university to enhance its communication framework by introducing more bilingual resources or processes to better accommodate non-Thai speakers and facilitate smoother interactions across its multicultural environment.

2. Limited Digital Media Presence

Siam University's digital media presence, while functional, lacked the dynamism required to engage its diverse audience effectively. The university's mobile App, for example, was underutilized by students, making it challenging to leverage the App as a primary communication tool. Additionally, the content on some digital platforms, such as the website, felt outdated or uninspiring. These limitations reduced the effectiveness of digital campaigns and made it harder to promote events and initiatives to the student body.

3. Lack of a Comprehensive Alumni Network

Another significant issue was the absence of a well-structured alumni network. For projects like the MBA Alumni Section, gathering data about alumni achievements was time-consuming and inefficient. There appeared to be no centralized database or system in place to track alumni progress, which limited the university's ability to showcase success stories effectively. This gap not only impacted promotional efforts but also reduced opportunities to engage alumni in meaningful ways that could benefit current students and the university's reputation.

4. Branding and Content Standards

Some of the university's digital and promotional content, including banners, presentations, and website layouts, felt outdated and lacked the modern appeal needed to attract and engage its target audience. While branding guidelines were in place, they often constrained creativity and prevented the adoption of fresh, contemporary designs. This made it challenging to modernize the university's image while maintaining consistency with existing standards.

5. Event and Campaign Coordination

Siam University faces challenges in effectively promoting events and campaigns to maximize participation and engagement. The approaches, while effective in the past, may not resonate as strongly with the current digitally focused generation. The university's mobile App, which could serve as a central hub for event promotion, has limited student engagement, further reducing its potential as a communication tool. Although the website performs moderately well, it does not fully compensate for the lack of a more comprehensive digital strategy.

Significance of the Problems:

The challenges in effectively coordinating and promoting events at Siam University have significant implications for student engagement and the university's reputation. Limited reliance on modern digital platforms, such as the university's mobile app and social media channels, reduces the reach and impact of promotional efforts, leading to lower participation rates in key initiatives like Open Houses and talent showcases. This gap in outreach also diminishes the opportunity for students to fully engage with campus life, potentially affecting their overall experience and connection to the university community.

Addressing this issue is crucial for enhancing the university's ability to foster a vibrant and dynamic campus environment. A stronger event coordination strategy that integrates modern tools, such as app-based notifications, multimedia content, and targeted social media campaigns, would not only improve participation but also reflect the university's commitment to innovation. Such improvements would help

position Siam University as a forward-thinking institution capable of meeting the evolving expectations of its students and stakeholders, ultimately strengthening its competitive edge in the educational sector.

3.2 How to solve the problem: Recommendations for the university

1. Supporting Multilingual Communication

Siam University's existing Thai language programs and support for international students provide a solid foundation for fostering effective communication. To further enhance interactions, the university could expand bilingual resources, such as providing key documents, emails, and announcements in both Thai and English. Language orientation sessions and cultural exchange initiatives could also strengthen collaboration within the diverse university community.

2. Strengthening Digital Engagement

With a functional mobile app and website already in place, Siam University is well-positioned to enhance its digital presence. Adding interactive features like event notifications, surveys, and feedback tools, along with regular content updates, would attract more student participation. Engaging social media campaigns with creative visuals and testimonials can complement these improvements.

3. Expanding Alumni Connectivity

Siam University has established connections with alumni through events and newsletters, which could be further enhanced with a centralized alumni database and online portal. This platform could highlight alumni achievements, promote networking opportunities, and inspire current students, showcasing the university's commitment to lifelong engagement.

4. Modernizing Branding and Content

The university's consistent branding provides a strong foundation, but introducing periodic updates would keep its image fresh and contemporary. Flexible templates for promotional materials would allow for creativity while maintaining alignment with branding standards. Training staff in modern design tools would further elevate the quality of materials.

5. Elevating Event Promotion Strategies

Siam University's impactful events, such as Open Houses and talent showcases, highlight its dedication to student engagement. Expanding event promotion through social media, app-based event pages, and the website would increase outreach. Empowering students as event ambassadors could further enhance participation and create a dynamic peer-to-peer connection.

3.3 What I Learned During the Co-Op Studies

My cooperative education experience at Siam University was a mix of valuable learning, challenges, and growth. Working on diverse projects, I learned the importance of aligning creativity with functionality, particularly when enhancing the university's digital platforms and creating promotional materials. Projects like the MBA Alumni Section and the Strong Siam App taught me the significance of storytelling and user-friendly designs in engaging and inspiring audiences.

Despite these achievements, I faced challenges, such as navigating communication gaps with non-English-speaking departments and promoting student engagement with the underutilized mobile app. Collaborating with senior staff also required patience and flexibility due to their demanding schedules. These difficulties pushed me to think critically, adapt quickly, and find innovative solutions to keep projects on track.

This experience has prepared me to approach future roles with greater confidence, focusing on improving digital engagement strategies and effective collaboration in diverse environments. It has inspired me to embrace challenges as opportunities to grow and apply creative problem-solving in ways that drive impactful results.

3.4 Applying Coursework Knowledge to Real-Life Working Situations

Throughout my cooperative education experience at Siam University, I consistently applied the knowledge and skills gained from my coursework to real-life tasks and challenges. The theories and tools I learned in my studies provided a strong foundation for decision-making and problem-solving during my internship. Here's how I applied my coursework knowledge across various aspects of my Co-Op education in detail:

1. Digital Media and Content Creation

In Weeks 6-8, I applied concepts from my marketing and digital media coursework to enhance the university's digital platforms. Using principles of user experience design, I developed a detailed guide for the Strong Siam App, ensuring it was intuitive and engaging for students. Additionally, I utilized design skills to create visually appealing banners and layouts for various departments, applying branding and content strategies learned in class.

2. Website and App Optimization

During my coursework, I learned about digital tools and platform optimization, which I applied in projects like updating faculty websites and refining the app's features. By implementing usability concepts, I ensured that the websites and the app were functional and user-friendly, addressing gaps in student engagement.

3. Communication and Collaboration

The coursework on communication and teamwork played a vital role in my success during the program. Whether it was collaborating with faculty members, presenting ideas to the Admission Center, or conducting interviews with contest winners, I utilized these skills to build positive relationships and ensure seamless project execution.

4. Event Promotion Strategies

In Weeks 10-12, I applied my understanding of marketing strategies to promote university events effectively. Using concepts of target audience analysis and promotional planning, I designed bilingual banners and created engaging content for the Open House education fair. These efforts helped maximize the visibility and impact of the events.

5. Branding and Visual Identity

The branding theories I learned in my coursework, such as brand positioning and differentiation, informed my work on projects like the MBA Alumni Section and faculty-specific promotional materials. By focusing on storytelling and visual identity, I helped create compelling content that aligned with the university's branding goals and engaged the target audience.

6. Strategic Thinking and Problem-Solving

In Weeks 4-5, I used problem-solving frameworks like SWOT analysis, which I learned in my management classes, to assess the challenges faced by the university's digital platforms. This strategic approach enabled me to propose effective solutions, such as improving the app's usability and updating outdated content to better serve student needs.

7. Marketing Mix and Campaign Execution

The marketing mix framework (product, price, place, promotion) guided my approach to tasks like creating the "How to Apply for Siam University" video. By focusing on clear messaging and user-centric content, I applied the principles of marketing to improve the university's communication with prospective students.

Through this experience, I realized how theoretical knowledge from coursework can seamlessly integrate into practical tasks. This not only reinforced my understanding of academic concepts but also allowed me to develop new skills and strategies for real-world applications.

3.5 Special Skills and Knowledge Acquired

1. Communication and Collaboration Skills:

Collaborating with diverse teams, including faculty members, supervisors, and alumni, significantly improved my communication and teamwork abilities. I learned how to adapt my communication style to suit different stakeholders and ensure clarity and alignment in cross-departmental projects.

2. Adaptability and Problem-Solving:

Navigating challenges such as language barriers and limited engagement with the university's mobile app highlighted the importance of adaptability and creative problem-solving. I learned to approach obstacles analytically, breaking them into manageable parts to find practical solutions. For instance, addressing the lack of app usage required me to think innovatively about how to redesign features and promote the app to students.

3. Leadership and Initiative:

Taking ownership of projects, such as redesigning the "7 Reasons to Choose Siam University" presentation and creating the "How to Apply" video, helped me build confidence in leading tasks and making impactful contributions.

4. Time Management and Multitasking:

Balancing a wide array of responsibilities—ranging from event promotions and faculty collaborations to digital platform updates—taught me the critical skill of time management. I learned how to prioritize tasks based on urgency and importance, ensuring that I met deadlines without compromising the quality of my work. Multitasking across different projects also required me to stay organized and focused, allowing me to manage overlapping timelines effectively.

5. Competitor Analysis:

Using the SWOT analysis framework taught in marketing courses, I conducted a competitor analysis to evaluate how other universities in Bangkok differentiated themselves. By assessing their strengths, weaknesses, opportunities, and threats, I gained insights into how Siam University and its faculties could stand out. For example, highlighting unique aspects of each faculty, such as specialized programs or achievements, became a key focus in the university's branding strategy.

Chapter 4: Conclusion

My cooperative study journey at Siam University has been an incredibly transformative experience, spanning sixteen weeks of hands-on learning and practical application of concepts I had previously studied in theory. From the initial orientation to the final project submissions, every phase contributed significantly to my professional and personal growth.

4.1 Highlights of my Co-Op Studies at Siam University

Throughout my Co-Op journey, I witnessed my skills and confidence evolve daily. This experience allowed me to reflect on my enthusiasm and dedication, reinforcing that this field is one I am genuinely passionate about. These sixteen weeks tested my potential and capabilities in real-world scenarios, providing invaluable lessons in teamwork, problem-solving, and adaptability.

Collaborating with supervisors like **Ms. Galaya Glomwidh** and **Ms. Busaba Saenprasert**, as well as engaging with faculty and students, taught me the importance of strategic thinking and creative execution. Projects such as redesigning the "7 Reasons to Choose Siam University" presentation and creating the "How to Apply" video provided me with opportunities to apply creativity while adhering to organizational standards. These tasks highlighted the need for clarity and attention to detail in digital marketing and branding strategies.

Navigating challenges such as language barriers and low app engagement was both difficult and rewarding. These experiences underscored the importance of persistence, adaptability, and innovative thinking when addressing unforeseen obstacles. Coordinating with various departments to update ambassador profiles and faculty websites also taught me the significance of collaboration and effective communication in achieving shared goals.

I also learned the iterative nature of marketing strategies, especially when reworking designs or materials based on feedback. This process demonstrated the importance of flexibility in adapting to stakeholder input while maintaining a clear vision. Moreover, tasks like creating the Strong Siam App guide and designing event banners emphasized how crucial it is to combine technical skills with an understanding of user needs.

This journey not only reinforced the practical application of my coursework but also taught me the value of embracing challenges and turning them into opportunities for growth. These experiences have inspired me to pursue future roles with greater confidence, leveraging the skills and knowledge I gained during this program.

4.2 Evaluation of the Work Experience

The opportunity to participate in the cooperative education program at Siam University did not come easily, as I had to overcome several struggles to secure this position. However, I am deeply grateful for the chance to prove myself and make meaningful contributions. This experience not only met my expectations in some areas but also exceeded them in many ways, offering invaluable lessons and personal growth that have changed how I view challenges and opportunities.

During my time at Siam University, I had the privilege of meeting and working with inspiring individuals, from supervisors to faculty members and students. Their guidance, support, and encouragement shaped my journey, helping me navigate obstacles and achieve goals I initially thought were beyond my reach. Projects like redesigning the "7 Reasons to Choose Siam University" presentation and creating the app guide tested my creativity and problem-solving abilities, allowing me to learn and mature in ways I hadn't anticipated.

This experience also taught me the importance of persistence and adaptability. Whether it was managing language barriers, coordinating across departments, or dealing with unforeseen challenges, I found myself growing more resilient and thoughtful in my approach. It gave me a sense of purpose and a small but meaningful goal to work toward—contributing positively to the university and leaving a lasting impact.

Looking back, the program not only allowed me to apply my academic knowledge in a real-world setting but also transformed the way I think and work. It provided a space for me to mature, connect with others, and gain clarity about my aspirations. I am profoundly thankful for this opportunity, which has prepared me to embrace future challenges with confidence and determination.

4.3 Limitations of Co-Op Studies

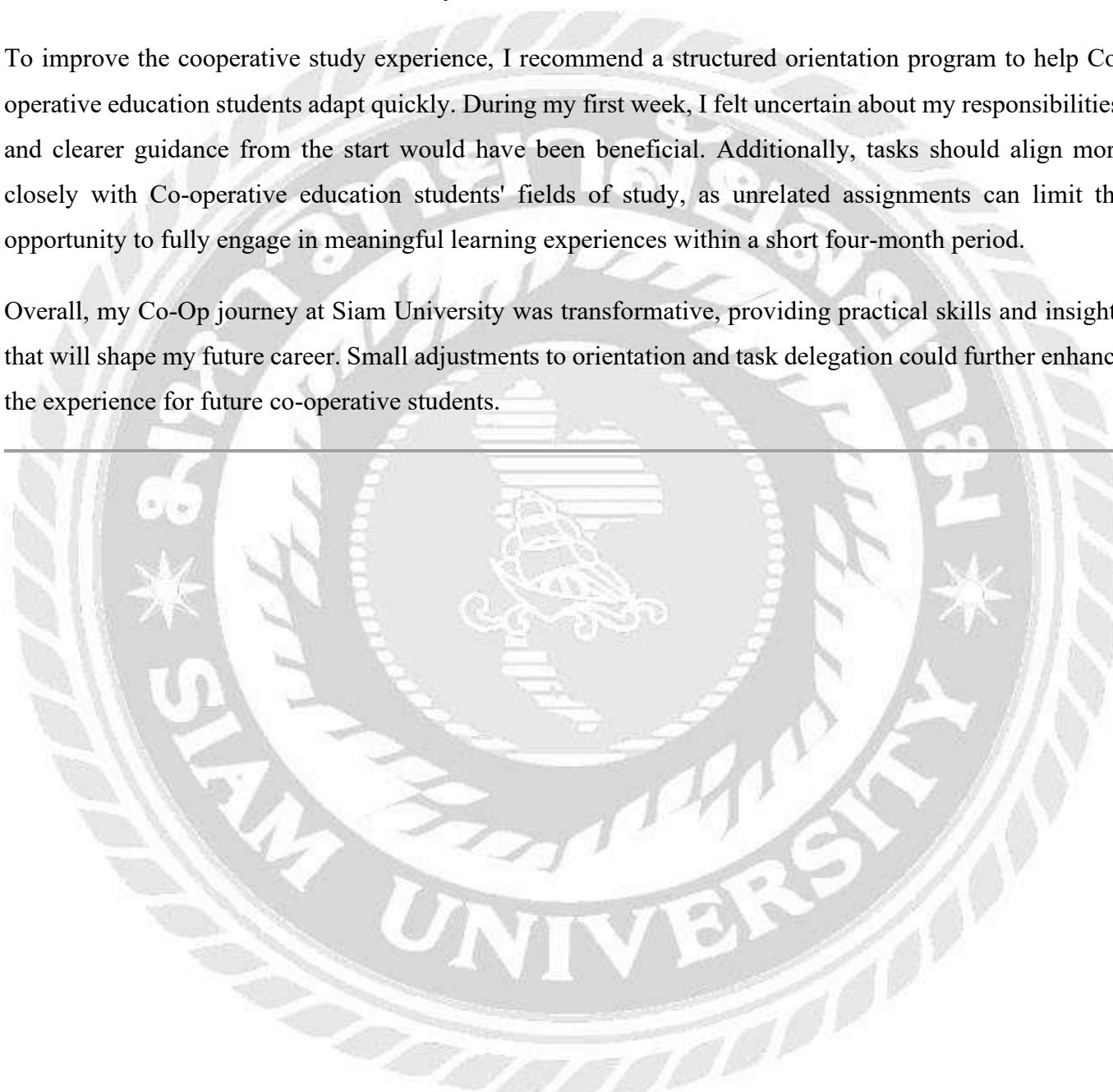
While my Co-Op education was an enriching and valuable learning experience, I found that the four-month period felt relatively short for in-depth skill acquisition. It often takes the first month to adapt to the workplace environment, build rapport with colleagues, and fully understand the scope of responsibilities. This leaves only a limited amount of time to implement what has been learned and gain mastery in specific areas. The brief duration restricted the continuity of certain projects I was involved in, as some tasks required a longer timeline to see their full impact or outcomes. While I was able to contribute meaningfully

to various initiatives, I believe that a longer Coop period would have allowed for deeper engagement and the opportunity to refine and expand my skill set further.

4.4 Recommendations for the University

To improve the cooperative study experience, I recommend a structured orientation program to help Co-operative education students adapt quickly. During my first week, I felt uncertain about my responsibilities, and clearer guidance from the start would have been beneficial. Additionally, tasks should align more closely with Co-operative education students' fields of study, as unrelated assignments can limit the opportunity to fully engage in meaningful learning experiences within a short four-month period.

Overall, my Co-Op journey at Siam University was transformative, providing practical skills and insights that will shape my future career. Small adjustments to orientation and task delegation could further enhance the experience for future co-operative students.



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ANNEX

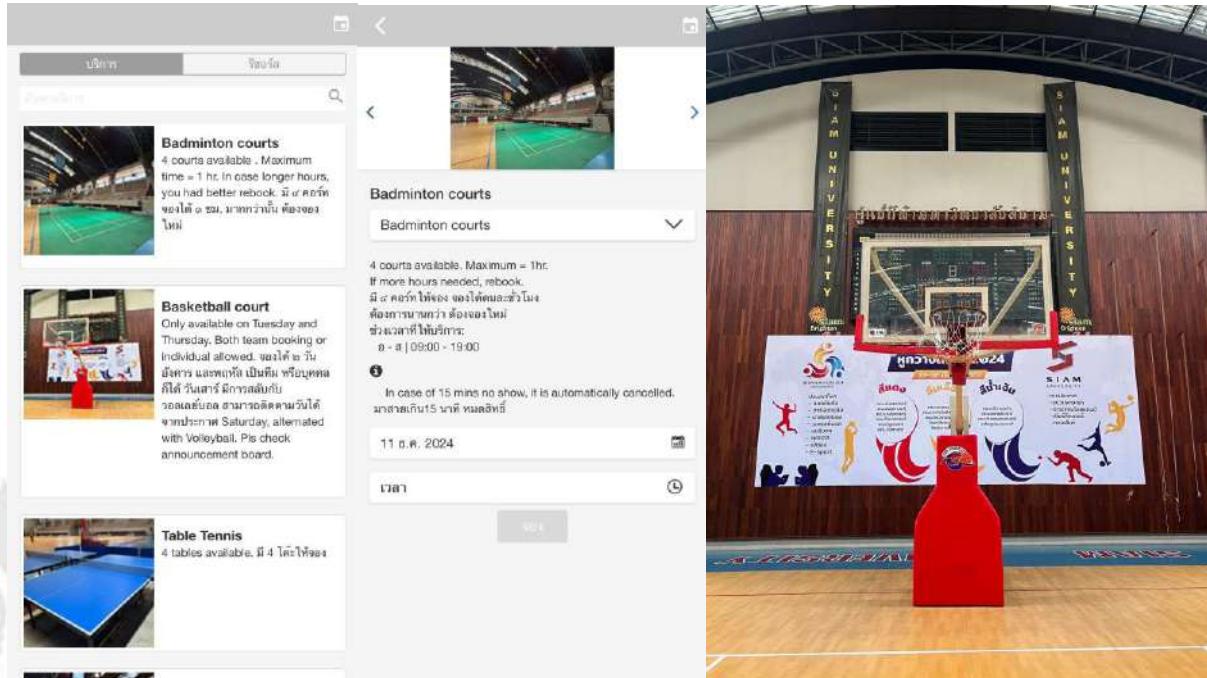


Figure 6: Booking function – Sports booking in Siam Sports Complex (*images taken by the author*)

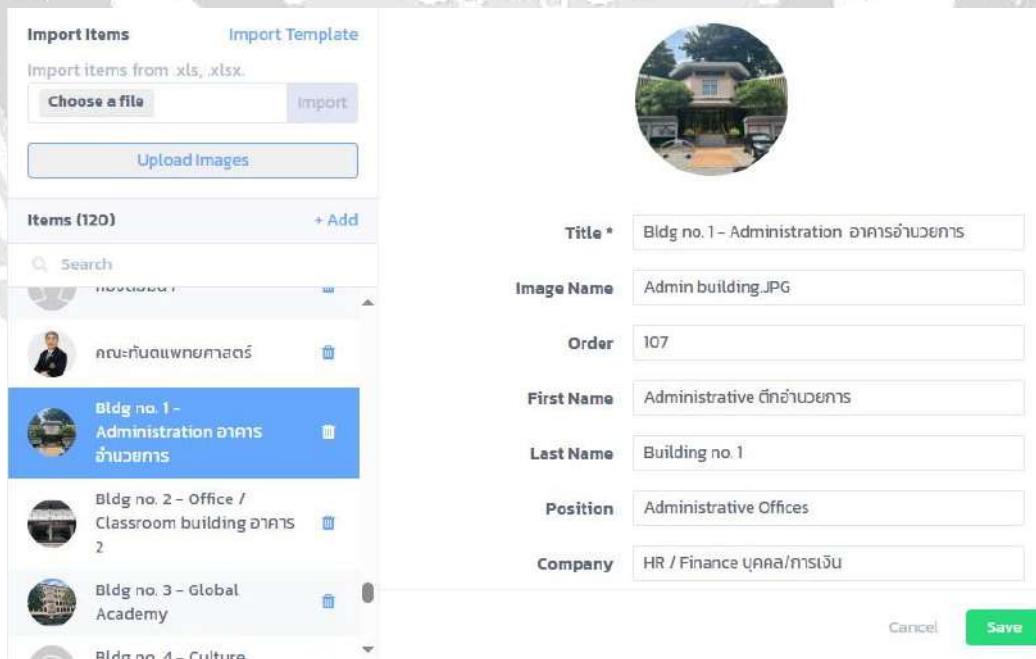


Figure 7: Campus map individual building detailing



Figure 8: Campus map building photography (building no.17 - lawson building – farthest left), (building no.14 - Electrical engineering building – Middle) and (building no.3 - Global Academy – Right) (images taken by the author)



Figure 9: Teacher's Day 2024 Photography and Content writing in english for Official Siam University Facebook page post
(image taken by the author)



SUN Thailand Roadshow 2/2024

The SUN Thailand Roadshow was a platform that showcased student and staff projects, fostering innovation through collaboration with external organizations, aimed at advancing academic excellence in sustainable development.





Figure 10: Sun Thailand 2/2024 content writing on the “Inside Campus” (LEFT) section of website and Content writing in english for Official Siam University Facebook page post (RIGHT)



Figure 11: Approved banner for Liberal arts SIAM AMBASSADOR WINNERS for Strong Siam App News/Announcement Section
(image created by the author)

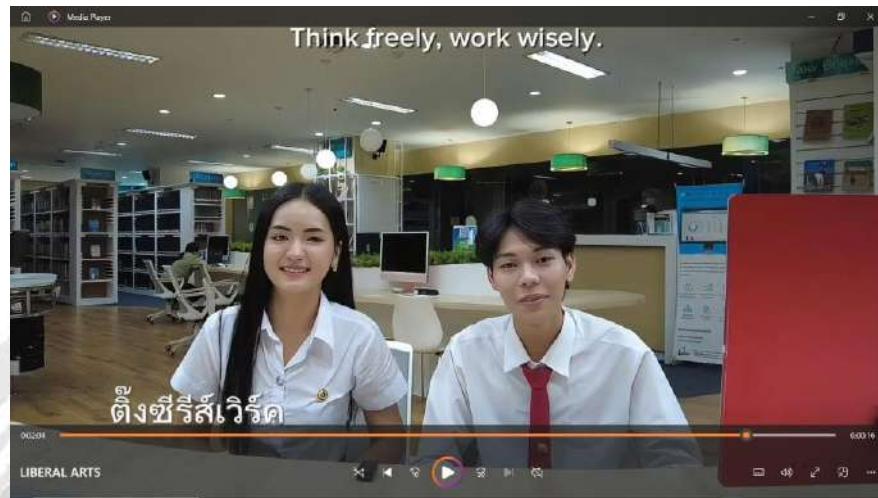


Figure 12: Siam Ambassador Winners Interview Session

STRONG SIAM APP GUIDE
Everything you need to know!

17 FUNCTIONS



EASY, QUICK & SEAMLESS!

Download the Siam University App Today!

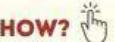
STRONG SIAM 17 FUNCTIONS



Download the Siam University App Today!

DISCOVER THE SIAM UNIVERSITY APP FEATURES

1 SIAM UNIVERSITY WEBSITE
The Siam University website is your go-to for all the latest updates and achievements across the university from big milestones to recent events. You'll also find introductions to every faculty with regularly updated information, so you're always in the loop about what each department is up to. Easy to navigate and packed with everything you need!

HOW? 

TAP on the university image NO.1 as shown on the picture above. This will direct you to the SIAM University's Official Website. www.siam.edu.np

WHY?
The website will keep you connected with all aspects of university life, making it easy to find essential updates and resources whenever you need them.

Download the Siam University App Today!

Figure 13: Strong Siam App Guide with detailed 17 features
(images created by the author)



Mr. Pyisone Thu,
International College Male Ambassador

Mr. Pyisone Thu embodies the spirit of the International College as the male ambassador with his global outlook and passion for cross-cultural collaboration inspiring his peers to think beyond borders, bringing innovative ideas and diverse perspectives.



Ms. Marteen Schoenherr,
International College Female Ambassador

Ms. Marteen Schoenherr, as International College female ambassador, stands out with her ability to connect people and ideas from different cultures promoting inclusivity and open-mindedness, motivating others to succeed in a global environment.



Ms. Parichart Siewjaikuer,
BBA Female Ambassador

With a strong interest in business and a knack for problem-solving, Ms. Parichart Siewjaikuer is always eager to learn and grow. Her focus on innovation and collaboration makes her stand out in both the classroom and team projects.



Mr. Nathara Wachironan,
BBA Male Ambassador

With a background as an cabin crew member, Mr. Nathara Wachironan brings a unique blend of leadership and real-world experience to his role as a BBA ambassador. His ability to manage situations under pressure and his strong communication skills make him stand out.

Figure 14: Siam Faculty Ambassadors Update on Siam Website

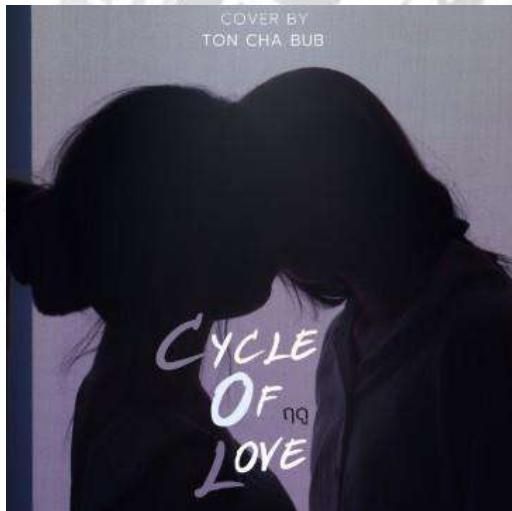


Figure 15: Communication Arts Talent showcase 2024 Winner Music Video Cover poster(LEFT) and Creators of the music Video (RIGHT)



Figure 16: 7 reasons to choose Siam university Presentation Slideshow

(images created by the author)



Figure 17: How to apply for admission in Siam university

(image created by the author)



Figure 18 : Approved and Posted AI theme – Open House 2024 in Siam Facebook (LEFT) &

Open House 2024 in Siam Website (RIGHT)

(images created by the author)



Figure 19 : 27th Higher Education Fair and Siam Open house 2024 – AI themed English Version (TOP) & Thai Version (LOWER)

(images created by the author)

From Students to Leaders: Meet Our Alumni



Rahul Shakya
Founder & CEO

Former co-founder of Opendoor, early sub at spotify and clearbitCelebrating the achievements and success of our graduates who continue



Summer Ray
Founder & CEO

Former co-founder of Opendoor, early sub at spotify and clearbitCelebrating the achievements and success of our graduates who continue



Ray Shakya
Founder & CEO

Former co-founder of Opendoor, early sub at spotify and clearbitCelebrating the achievements and success of our graduates who continue



Summer Rahul
Founder & CEO

Former co-founder of Opendoor, early sub at spotify and clearbitCelebrating the achievements and success of our graduates who continue

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Figure 20: MBA Alumni section Layout for Website (*image created by the author*)



Figure 21: Proposed MBA main page banners (*images created by the author*)



Figure 22: Proposed Engineering Main page banner layouts for Website

(images created by the author)



Figure 23: Proposed Engineering faculty Org. Structure

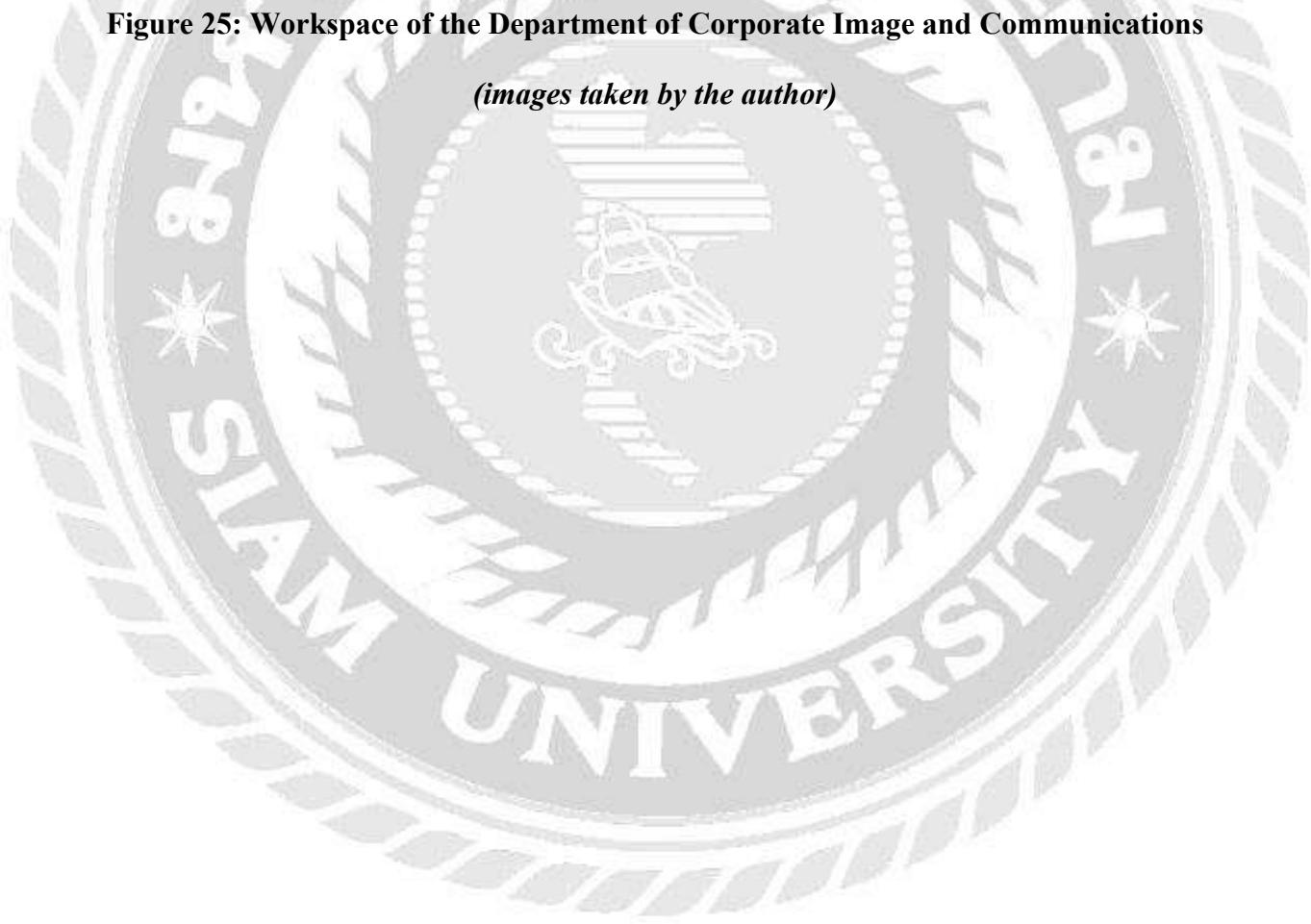


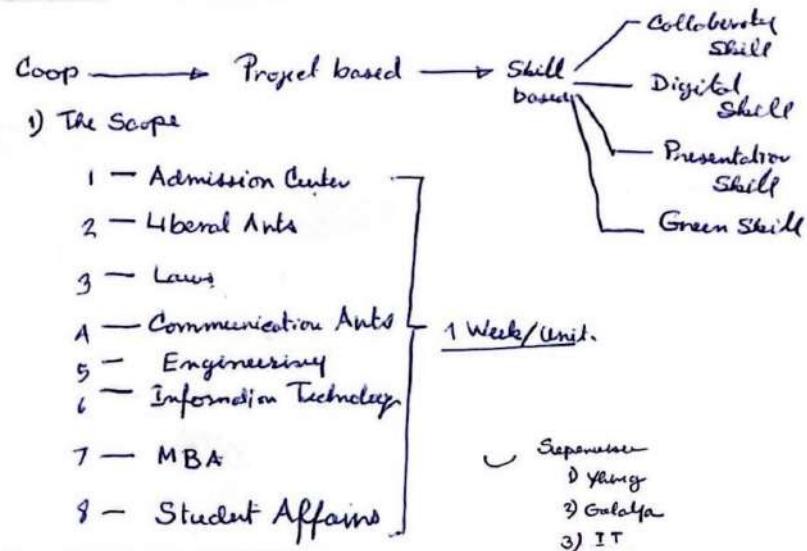
Figure 24: Approved website banner (360x330pxs) for the Faculty of Political Science

(image created by the author)



Figure 25: Workspace of the Department of Corporate Image and Communications
(images taken by the author)





- ① Program Learning Outcomes
- ① Curriculum / Admission Requirement
- ① Student Project / Achievement - kit ^{DBA} _{BB- LA. BRIT}
- ① Faculty List with qualification / Experience _{PUTH - MAN} _{SUN - REHAIE}
- ① Echoes from Students / Alumni

- ① Tuesday Meeting with Dean + 1-2 Faculty & Info. gathering
- ② Saturday Presentation for that particular unit

Figure 26: President Assigned task

(images taken by the author)