

**แบบเสนอข้อมูล (Template) ผลงานสหกิจศึกษาและการศึกษาเชิงบูรณาการกับการทำงาน
ดีเด่นระดับชาติ ประจำปี พ.ศ. 2564**

ประเภทที่ 8 นักศึกษาสหกิจศึกษาและการศึกษาเชิงบูรณาการกับการทำงานนานาชาติดีเด่น
(นักศึกษาต้องมีระยะเวลาการปฏิบัติงานในต่างประเทศไม่น้อยกว่า 3 เดือน (12 สัปดาห์) และมีการปฏิบัติ
สหกิจศึกษาและการศึกษาเชิงบูรณาการกับการทำงานเชื่อมโยงอย่างต่อเนื่องในสถานประกอบการที่มี
ลักษณะงานเดียวกันในต่างประเทศ จนครบกำหนด 4 เดือน (16 สัปดาห์) โครงการ/ผลงานต้องมีอายุไม่เกิน
๒ ปีการศึกษา)

- | | | |
|---------------------------|---|---|
| เครือข่าย | : | เครือข่ายพัฒนาสหกิจศึกษาภาคกลางตอนบน |
| สถาบันอุดมศึกษา | : | มหาวิทยาลัยธุรกิจบัณฑิตย์ |
| ข้อมูลของนักศึกษา | | |
| 1. ชื่อ-สกุล | : | Mr. Moy Bunneam |
| 2. สาขาวิชา/คณะ | : | สาขาวิชา Business Administration (International Program)
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| 5. ชื่อโครงการ/ผลงาน | : | Toyota Fund Raising Campaign |
| 6. ชื่อสถานประกอบการ | : | Last2ticket Asia |
| 7. ที่อยู่สถานประกอบการ | : | #20B, St. 282, Chamkarmon, Phnom Penh, Cambodia |
| 8. ชื่อผู้นิเทศ | : | Mr. Soreasmey Ke Bin |
| 9. ชื่อคณาจารย์นิเทศ | : | อาจารย์ศิริกัลยา เลน ดาโสม |
| 10. ระยะเวลาปฏิบัติงาน | : | 600 ชั่วโมง (20 July 2020-31 November 2020) |

- โครงการ/ผลงานได้รับการจัดระบบการทำงานที่เหมาะสมจากสถานประกอบการ ทั้งลักษณะงานและระยะเวลา มีการจัดระบบพี่เลี้ยงสอนงาน มีการจัดสวัสดิการ และเบี้ยเลี้ยงที่เหมาะสม

(สรุปข้อมูลที่น่าสนใจสามารถมีรูปภาพประกอบได้ กำหนดความยาวไม่เกิน 2 หน้า A4)

With the tasks and period assigned by the university, the Cooperative Education Program was able to be completed smoothly. Furthermore, I was able to apply knowledge learned in class to the work that was given by the supervisor. Additionally, I was also able to attend many business meeting and gathering to meet numerous business people, whom can possibly become great working connection in the future. I was also receiving help and advice from both the supervisor and lecturer when I am having doubts or issues with the work process. As a result, the program was a perfect opportunity for me to understand both my weaknesses and strengths, which I will be able to improve afterward. It was also a really great challenge for me to build new mindset and be aware of the differences in the field that I am pursuing. The best thing about working at Last2ticket was being able to work with people from a variety of nationalities. Nevertheless, I was also provided with standard working hours as well as monthly allowance from the company in order to accommodate my stay during the internship as well as many other benefits.

- การดำเนินงานมีความถูกต้อง มีระเบียบแบบแผน และทำให้นักศึกษามีโอกาสได้ประยุกต์ใช้วิชาความรู้/ทักษะตามที่ได้เรียนมา

(สรุปข้อมูลที่น่าสนใจสามารถมีรูปภาพประกอบได้ กำหนดความยาวไม่เกิน 2 หน้า A4)

I believe by just learning in class would not be enough unless students actually apply the knowledge that they have learned into the real world. Which is why this Cooperative Education Program was a great way for me to take what I had learned in class and experiment it in the real business world. Only after then that I realized there were so much more in the real world than what I was being taught back at the university. There were different types of ways that people do business, human to human interaction, effective communication, persuasion skills, and many more in which some I had learned and was able to use it in the real counteraction. More than that, I also understood that some operations that were being taught in classes were also being used in many flexible and unique ways despite the same foundation, which is why it is critical that students are aware that being able to adapt to different environments is very important. Apart from that, I was also able to learn new skills, which some I believe I have not yet to study at the university. Even so, the skill that came in handy most during the program was Marketing since there were so many ways it was being applied in the actual world and especially with the offline marketing, effective communication skill is really crucial to help me talk to clients with more confident.

- สถานประกอบการในต่างประเทศพึงพอใจต่อโครงการ/ผลงานที่นักศึกษารับผิดชอบโดยเป็นโครงการที่นำไปใช้ประโยชน์ได้อย่างเป็นรูปธรรมในสถานประกอบการและเป็นที่ยอมรับ

(สรุปข้อมูลที่สนับสนุนสามารถมีรูปภาพประกอบได้ กำหนดความยาวไม่เกิน 2 หน้า A4)

With the combination of hard work and dedication to the work that I assigned, I was able to finished tasks in given period and delivered an overall great result to the company. As Last2ticket Asia is a startup company, seeking partnerships and finding sustainable clients was quite a big challenge for both the company and employees. However, during the program I was able to attain quite many clients that some were large existing companies in the market, which led to growth for the company as well as better awareness of the company in the field. Despite that, there were also failures and errors behind the work since some of the factors were quite new to me as I had never been exposed to such matter before. In order to check whether my work was in good standard, my supervisor and I usually setup a meeting every once a week to discuss problems and what we could do to improve it in order to strive for better performance. However, to produce good results was not be possible if it was not with the help from the Last2ticket Asia team that was incredibly helpful and always open to help whenever I ran into issues or stuck with any work.

- นักศึกษาเป็นผู้มีทักษะวิชาการ วิชาชีพ ปรับตัว ยอมรับ แก้ไขสถานการณ์ และทักษะการวางแผน
 อย่างเป็นรูปธรรม สามารถนำมาใช้เพื่อให้การดำเนินการสหกิจศึกษาและการศึกษาเชิงบูรณาการกับ
 การทำงานของสถานประกอบการประสบความสำเร็จ/มีการปรับปรุงอย่างชัดเจน
- มีการรายงานผลสะท้อนกลับ (Reflection) การปฏิบัติงานสหกิจศึกษาและการศึกษาเชิงบูรณาการ
 กับการทำงาน ต่อคณาจารย์/คณะกรรมการฯ ของสถานศึกษา เพื่อนำมาเป็นข้อมูลในการพัฒนา
 ต่อไป

(สรุปข้อมูลที่สนับสนุนสามารถมีรูปภาพประกอบได้ กำหนดความยาวไม่เกิน 2 หน้า A4)

As mentioned that Last2ticket Asia was a startup company meaning that there were many problems that popped up here and there which was quite difficult for me to be prepared for. Furthermore, some of the problems that I was facing were sometimes not related to the work I was given in any way. The most common problems that I usually faced during work were technical issues with the company platform and application. To resolve these problems, I usually have get in touch directly with the clients or customers in order to walk them through the problem solving processes which sometimes could be really frustrating. More than that, there were also problems that suddenly came out of the blue, which requires quick solutions and could really put a great pressure on me as I would need to go through different steps and any given ways in order to tackle them. Furthermore, future planning was also necessary to help me organize my work and to make sure that everything went as planned as there were quite many tasks that I needed to complete from week to week, otherwise could easily be forgotten. Nonetheless, with well organization, I was able to handle the workload fluently and with minimum errors.

- สถานประกอบการในต่างประเทศเกิดความพึงพอใจต่อการปฏิบัติงานของนักศึกษา โดยนักศึกษา มีความพร้อมและผลงานในการถ่ายทอดประสบการณ์/นวัตกรรมที่เกี่ยวข้องกับการดำเนินงาน สหกิจศึกษาและการศึกษาเชิงบูรณาการกับการทำงาน

(สรุปข้อมูลที่สนับสนุนสามารถมีรูปภาพประกอบได้ กำหนดความยาวไม่เกิน 2 หน้า A4)

Finally, with my performance and outcomes, my employer and team was satisfied that we were able to work together to reach the goal that we set for. Apart from producing quality work, building bond within the company was also a key factor that helped us work together smoothly. Although it was not really a large company, we were able to work together like a family and understood each individual clearly that when it comes to setting tasks and work for the right person was greatly convenience. The most important thing when it comes to team work was the ability to give feedback and comments on certain topics that we think could be done better which was the reason why I was able to learn and improve quickly from the training. I was receiving many great constructive feedback as well as inspiration, which made feel less anxious with some of the work that I was not sure how to do or that I had no clue with.



Toyota Fund Raising Campaign

Mr. Moy Bunneam
Supervisor: Soreasmey KE BIN

Abstract

In this report, I will be summarizing the campaign which was set up by The Toyota Cambodia as well as Last2ticket Asia, which is a company that I did the internship at. The Toyota Fund Raising Campaign is an online fund raising event that is organized by Toyota Cambodia Co.,Ltd every year in order to raise money to help children hospitals in Cambodia. This report will also consist of the planning of the campaign, key stakeholders, and the outcome of the campaign.

Introduction

The Toyota Fund Raising is a campaign held by Toyota Cambodia Co.,Ltd every year as a part of collecting funds from people around Cambodia in order to help support the children's hospitals throughout Cambodia. As a part of this project, I am playing the part in promoting and boosting the awareness of the event through an online platform, which is Last2ticket Asia so that people from both in and outside the country could also be a part of the donation if they wish to.

Purpose of the project

Toyota Fundraising Campaign was created in order to raise funding for a children hospital, the Angkor Children hospitals, Phnom Penh and Siem Reap, Cambodia.

The purpose of the campaign was to help raise money to donate to the Angkor Children hospital. The hospital needs medical supply to support thousands of children every month. There is no charge for children using medical services at the hospital. This project is also a CSR activity for the company. Additionally, Last2ticket Asia has been working with Toyota Cambodia to help set up many concerts and events from the previous years. Therefore, the company has to use the Last2ticket Asia platform as a place where people can go and make their donation online.

The fund raising campaign

This campaign was planned to start from mid December 2020 to mid-March 2021 as a replacement for the annual Toyota Classic concert, which was an event that the company set up every year since 2018, due to the Covid-19 pandemic.

During the process of setting up the campaign, I also had several meetings with the Toyota Cambodia's team at the headquarter in Phnom Penh, Cambodia to explain to them how the online fundraising will be done as well as discussing some terms and conditions between Last2ticket Asia and Toyota Cambodia to avoid any inconvenience during and after the campaign. I was also able to negotiate with Toyota Cambodia for them to help Last2ticket Asia with the exposure of the company as a part of building brand awareness in exchange for the no charge service. After we discussed the agreements, we started to do preparation which includes creating artworks for the event, setting up the event on the Last2ticket Asia website,

communicating the information to the public through social media, and last but not least, kick off the event on the planned date.

Furthermore, with the collaboration between Last2ticket Asia and Toyota Cambodia, it allows opportunities for future partnerships between the two companies.

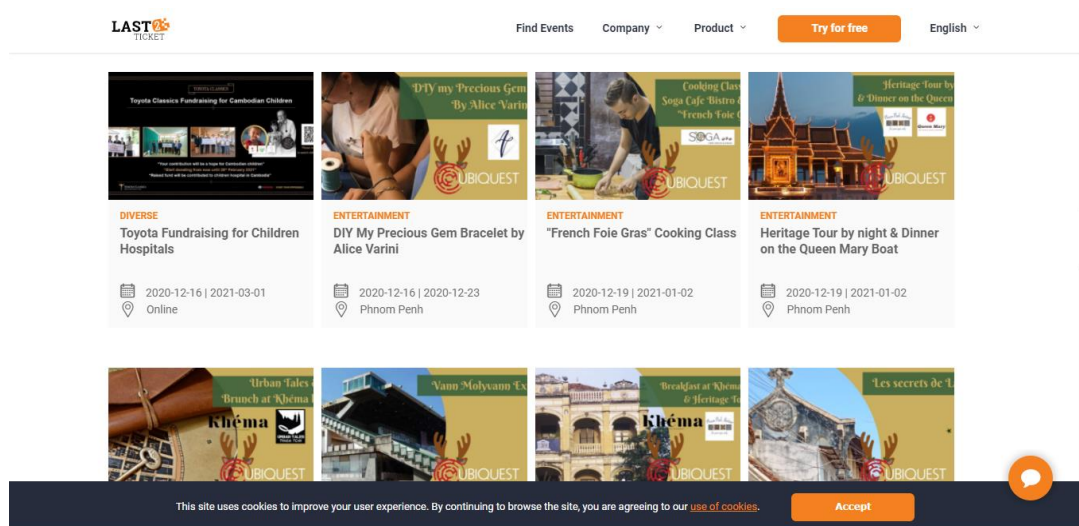


Figure 1: Visibility of the campaign organized on the Last2ticket Asia's website

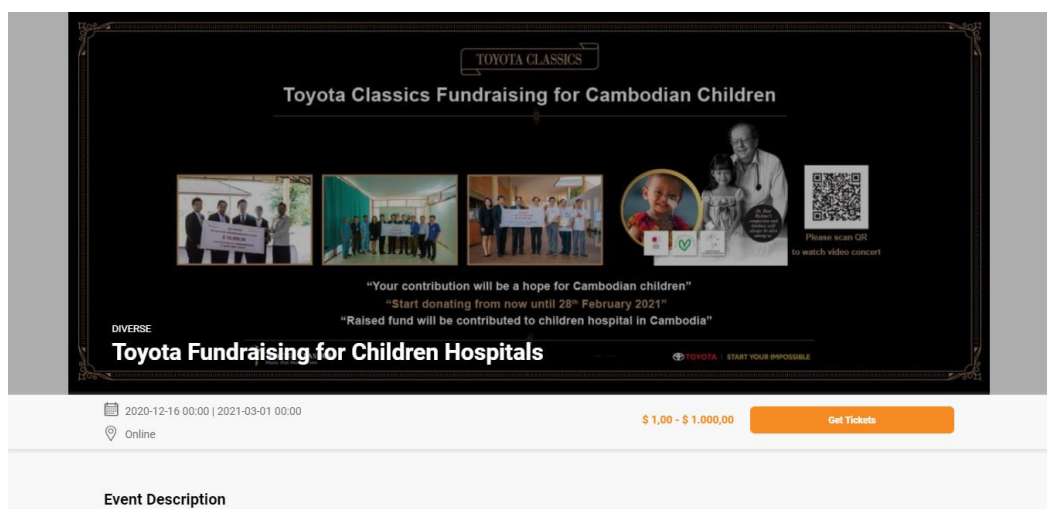


Figure 2: The fund raising page

Results

Since I finished the internship before the event ends, I do not have the exact information regarding the amount of money being raised. Despite that, I do know that the campaign went smoothly as planned along with some tiny difficulties and obstacles since it was the first time for the company to do their fundraising through an online channel. Nevertheless, both companies were able to learn from that experience and are planning to join forces in helping each other setting up more events and campaigns in the upcoming future.

Conclusion

In conclusion, it was a great experience and I was able to learn so much valuable knowledge from the project and met many talented and experienced people. Nevertheless, this campaign also allowed me to understand how to set up large scale campaigns as well as how to corporate as a team.

References

Last2ticket Asia Website - <https://hello.last2ticket.com/asia>

Toyota Fundraising link - <https://hello.last2ticket.com/event/3357>

Photo references during the internship

