

PIM Summer Program 2026



| Week 1 | Session | Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 |
|--------|-------------------|--|--|--|---|--|----------|-------|
| | Morning Session | | Introduction | Company visit 1 : CP RAM, Ladlumkaew | Thai culture class | Field Trip : Ayutthaya Wat Mahathat | Free Day | |
| | Afternoon Session | Airport pick up | Lecture 1 : Basic Thai Class 1 Exchange Activity with PIM student | Company visit 2 : Ichitan Green Factory and Tanland | Lecture 2 : English for Business | Sightseeing: JJ Market | | |
| Week 1 | Session | Day 8 | Day 9 | Day 10 | Day 11 | Day 12 | | |
| | Morning Session | Lecture 3 : Basic Thai Class 2 | Thai cooking class | Cultural Visit in BKK: Grand Palace, Wat Pho, Khon Traditional Thai Dance | Lecture 5 : Design Thinking & Workshop | Hotel check out | | |
| | Afternoon Session | Activities at 7-Eleven Training Store | Lecture 4 : English for hospitality | | Final Presentation | Airport drop off | | |

Course Highlights

- Modern Trade Business Management
- Thai Business Operation & Networks
- Thai Tourism and Hospitality
- Thai Traditional Dance and Cuisine

Excursion Program

- Temple Exposure
- Thai Market Survey

