PIM : ต้นแบบยุทธศาสตร์ Corporate University

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The Dynamism of Global Economic Development Modes

- Natural Resource Based Economy
- Production Based Economy
- Service Based Economy
- Finance Based Economy
- Innovation Based Economy

Rapid Globalization

Determinants of Globalization

1. Digitalization
   - China ➢ Internet Plus
   - India ➢ Digital India
   - Thailand ➢ Digital Economy

   Prerequisite :

   - New Technology Literacy
   - English Literacy
   - Analytical Mind
     - What
     - Why
     - How

Determinants of Globalization

2. New Industrialization Trends
   - Global Market Economy Development
     - World Capitalism Development
   - Rising Infrastructural Investment
     - AIIB, BRICS Bank, etc
     - Expanding Connectivity
   - China's "Go Out"
   - Development of Mode of Economy
     - From Natural-resource based to Production based Economy of the LDC's
   - Changing Supply and Demand bases
     - Direction of Global Production
     - Direction of Global Market

Determinants of Globalization

3. Financialization
   - Rising Speculation Economy

     The Needs of Better Financial Literacy
4. Medicalization
   - Rapid Development of Health-care sector
     - Life-science Development
     - Purchasing Power of Advanced Aging Economies

Determinants of Globalization

5. Roboticsization
   - Rapid Development of Labor-substitute Technology
   - Rising Complexity of Labor Market
     - Economic Determinants
     - Non-economic Determinants
       - National
       - Languages
       - Social
       - Culture

Determinants of Globalization

6. Cross border Migration
   - Unequal Global Economic Development Opportunities
   - Political Conflict
   - Social Conflict
   - Ethical or Racial Conflict
7. Rapid Urbanization
   - Expansion of Infrastructural Investment
     - Causes
     - Consequences
   - Development of Market Economy

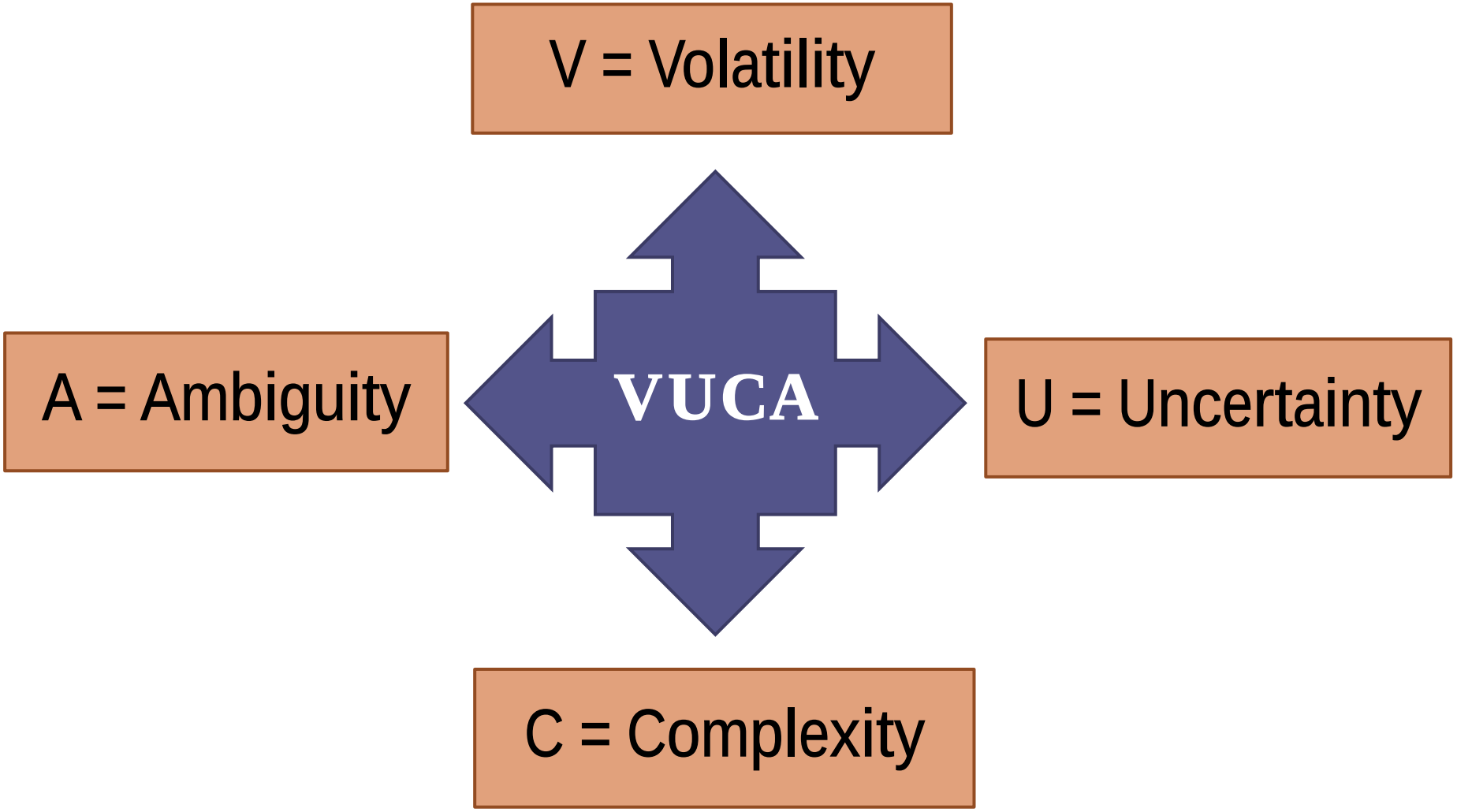
Determinants of Globalization

8. Ecologicalization
    - Climate Change and Global Warming Problems
9. Informatization
    - Big Data
    - Cloud-Computing
    - Analytics

Determinants of Globalization

10. The Expansion of Artificial Intelligence (AI)
11. The Growth of Virtual Reality (VR)
12. The Rapid Development of Advanced Industries
    - Technological Convergence
    - Quick “R&D” Development

We are in the "VUCA" World



“VUCA” Against “VUCA”

V = Vision

A = Agility

U = Understanding

C = Clarity

Trends of Future Economic and Business Development

From Commodity Based to High Value added Based
- Products
- Services

From Domestic Player to International Player
- ASEAN
- Asia
- Global

Going Greener

Socially Acceptable

Trends of Future Economic and Business Development

From Cost Effectiveness and Economies of Scale
to Innovation Orientation and Economies of Speed

Better Risk Management
- Economic Risk
- Non-economic Risks

Trends of Future Economic and Business Development

Strength and Flexibility

- Total Value Chain Management
- Adaptive and Adjustable to changes :
  - Economic Change
    - Internal
    - External
  - Non – Economic changes
    - Climate Change
    - Earth Change

Flexible Organization Culture
- Rapid Changes

Driving Force of Corporate University Establishment

- Globalization Force From the 1980's After "Reaganomics"
- The Emergence of the Flat and Flexible Business Organizations
  - To Cope with Global Dynamisms
  - The Need of Business Re-engineering
  - The Need of Business Reorganization
  - The Need of New HRD

Driving Force of Corporate University Establishment

- The Expansion of Knowledge based Economy
  - From Brawn to Brain
  - The Importance of Wisdom and Innovation
- The Shorter Shelf-Life of Knowledge owing to Speedier Globalization
- HR Loyalty is increasingly important
  - Longer Period of Employability
- Corporate Becomes Educator Due to the Constraints of Formal Educational System

Seven Needs of Businesses for their HR under the Speedy Globalization

- New and Dynamic Knowledge
  - Broader
  - Deeper
  - Longer
- Communications and Cooperation Skills
- Creative
- Effective Problem Solving to Achieve Dynamic Business Targets
- New Technology Literacy
- Global Perspective
  - Global Access Capacity
- Leadership

Networking Management of Corporate University

"CU" Should Form Alliances with:

- Local Universities
- Nationally Known Universities
- International Universities
- Community Colleges
- Technical Institutes
- Training Firms
- Consulting Companies

Key Principles of the Corporate University Model

- Provide Learning in Support of The Business Goals
- Design a curriculum to "3C's"
  - Corporate Citizenship
  - Contextual Framework
  - Core Competencies
- Train the Value Chain
  - Customers
  - Distributors
  - Product Suppliers
  - Owned Workforces
- Move from Instructor-led Learning to Multiple Formats of Learning

Trends of Business

- Business Organizations in the Future will compete Aggressively for the Best **Talent**
- Successful Firms Should Attract, Develop and Retain their Workforces in:
  - Skills
  - Perspective
  - Experience

⇨ To Drive a Global Business

Types of Corporate University

- Training Only
- Training and Development
- Credit Granting
  - Cooperation with outside Educational Institutions
- Degree Granting

Corporate University's Educational Techniques

- Work-based Learning
- Web-based Learning
- Technology-based Learning
- Performance-based Learning

Corporate University's Educational Methods

- Theory and Reading Assignments
- Practice Component
- Peer Coaching
- Technology-Oriented
  - Computer-based Training

Corporate University's Educational Systems

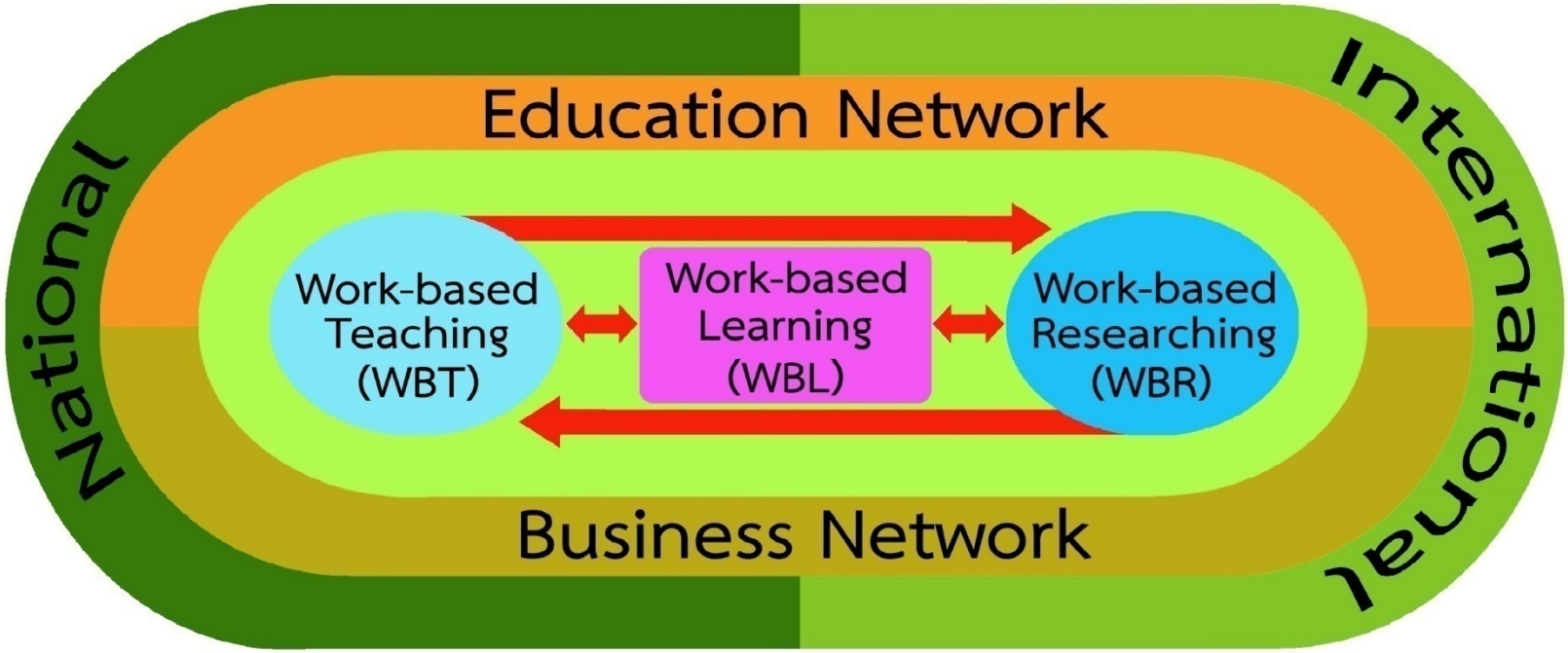
- From External Experts to Internal Leaders
- To Bridge the Gap Between where we are and where we want to go
- To Employ "Total Quality Training (TQT)"
- To Encourage employees to Productively Explore and Innovate on the Job
- The Business Leaders Practice Continuous Learning Themselves by getting Feedback From Employees
- To Have Employees make Continuous Improvements in their Work Environment

PANYAPIWAT INSTITUTE OF MANAGEMENT

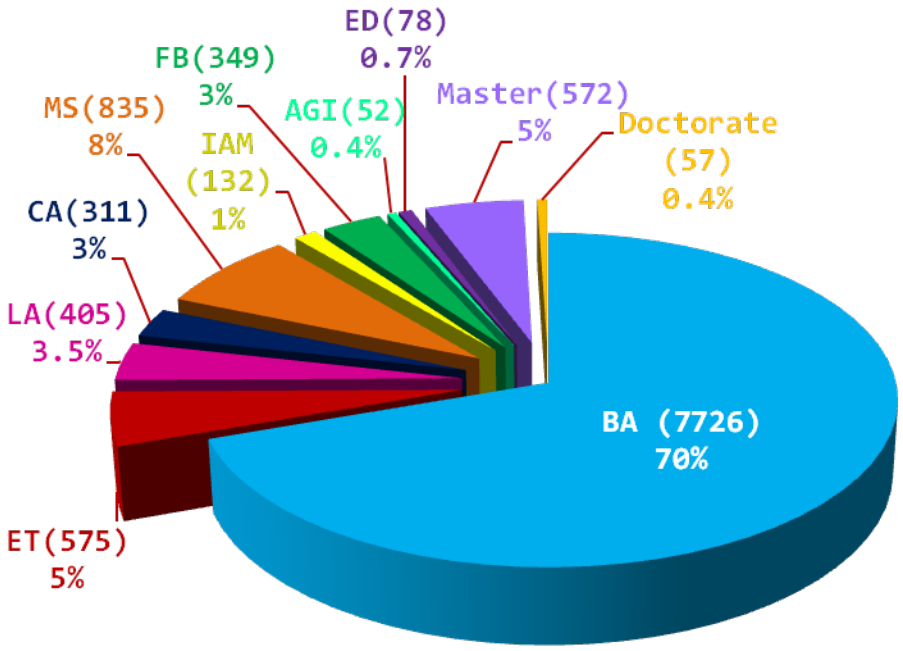
Established : **2007 by CP All Group**

Slogan : ***Create Professionals by Professionals***

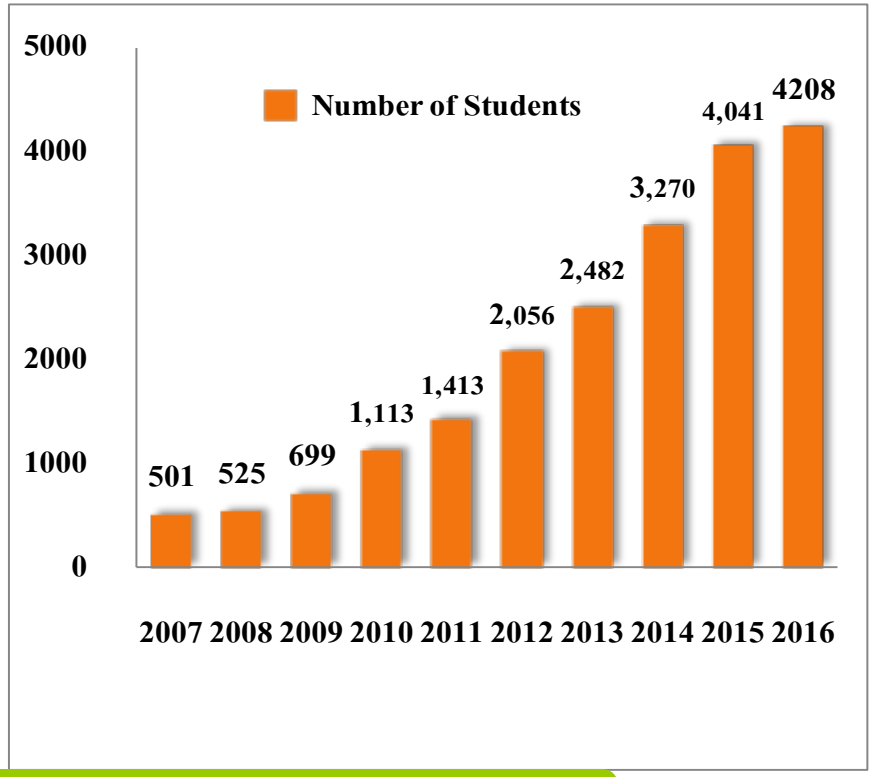
Study Model : ***Work-Based Education***



Current Students (13,264)



Student Enrollment 2007-2016



Faculty & Supporting Staff

Position	Number of Employees
Teaching Staff	246
Administrators and Supporting Staff	543
Total	789

Bachelor's Degree and Graduate Programs

BA

Faculty of Business Administration

ET

Faculty of Engineering & Technology

LA

Faculty of Liberal Arts

CA

Faculty of Communication Arts

AGI

Faculty of Agro-Industry

INTERNATIONAL COLLEGE

Chinese Graduate School

MS

Faculty of Management Sciences

IAM

Faculty of Innovative Agricultural Management

EDU

Faculty of Education

FBM

Faculty of Food Business Management

Panyapiwat Institute of Management (PIM) And Corporate University

- Work-based Education
  - Within CP All
  - Within CP Group
  - With Business Partners
    - Suppliers
    - Business Alliances
    - Others

- Networking University
  - Within Thailand
  - With Foreign Countries
    - Europe
    - China
    - Japan
    - USA
    - Republic of Korea
    - Australia
    - Newzealand
    - etc.

Definition of Work Based Education (WBE) By PIM

Work – based Learning (Students)

Work – based Teaching (Lecturers)

Work – based Researching (Staff Members)

“EFDIC” STRATEGIES OF PIM

E = Expansion

F = Flexibility

D = Diversification

I = Integration

C = Cooperation

Seven Capacities and Eleven Qualifications of PIM Graduates

7 Capacities

- What (Identification Capacity)
- Why (Analytical Capacity)
- How (Practical Capacity)
- When (Time-management Capacity)
- Where (Priority-setting Capacity)
- Who (Assignment Capacity)
- For Whom (Target-focus Capacity)

11 Qualifications

(1) Communication Skills
(2) Socialization Development
(3) Good Human Relationship
(4) Work Ethics
(5) Skillful
(6) Innovative
(7) Morality
(8) Global vision
(9) Maturity
(10) Language, Technology and Financial Proficiency
(11) Leadership Development

Q & A