



แบบเสนอข้อมูลสำหรับการคัดเลือกและตัดสินรางวัลนวัตกรรมสหกิจศึกษา คณะกรรมการคัดเลือกและตัดสินสหกิจศึกษาดีเด่น วันสหกิจศึกษาไทย ครั้งที่ 4

พ.ศ. 2555

ช. นักศึกษาสหกิจศึกษานานาชาติดีเด่น

- นักศึกษาต้องผ่านการปฏิบัติงานสหกิจศึกษานานาชาติในปีการศึกษา พ.ศ. 2553 หรือ พ.ศ. 2554 ทั้งนี้ ต้องปฏิบัติงานสหกิจศึกษา ณ สถานประกอบการต่างประเทศไม่ต่ำกว่า 3 เดือน และหากปฏิบัติงาน ณ สถานประกอบการต่างประเทศไม่ครบ 16 สัปดาห์ ต้องมีการปฏิบัติงานสหกิจศึกษาเพิ่มเติมเพื่อให้ครบ 16 สัปดาห์
- ทักษะภาษาต่างประเทศ/การนำเสนอเป็นภาษาต่างประเทศ

Project: Report on Co-operative Education Program at Shanghai Pure Art Culture Co. Ltd.

Miss Ratthaporn Pramotmaneerat

Sripatum International College International Business Communication Sripatum University

Cooperative International Department: Sales Department Working Duration: 3/01/11 - 24/04/11

Company Profile Shanghai Pure Art Culture Co. Ltd.

Room 620, No. 125 West Tianshan Rd., Shanghai, China 201203

Job Supervisor Ms.Dong Lili General Manager

Supervisor AJ.Poonpilas Asavianu , AJ.Supisara Pluemtham

Business of the Company

Over-glazed decoration ceramic wares: The process of making over-glazed decorative ceramic wares is divided into three steps. First, the glaze should be coated on baked ceramic wares. Then, the designed pictures should be painted with color applied over the glaze coat. Finally, the ceramic wares with colored pictures should be baked for a second time in the kiln. Thus, the ceramic wares with over-glazed decorative is complete.





Under-glazed decorative ceramic wares: It should be baked once to accomplish the under-glaze decorative ceramic wares. Before baking, the designed pictures would be painted on or the monochrome glaze is coated on the molded pottery in order to combine ceramic ware and glaze together.



Colored glazed ceramic wares: It requires fastidiously mould pottery, made of combining ceramic wares and glaze together compatibly. Painting techniques and designers' sense of artistic conception would be shown during the process of arranging and attaching colored glaze by hand.



Products



Hand-painted tea sets



Hand-painted tea cups



Sake sets



Small tea cups



Hand-Made Tea Sets



Necklaces

Job Description

Internal Activities

1. Design the paint of the products i.e. Design new paint,
2. Order merchandise i.e. Order new merchandise
3. Check stock and merchandise i.e. Count stock, Check stock, Count merchandise, Check a list of merchandise
4. Repair merchandise i.e. Repair a broken ring and fix the ring that customer brought back
5. Cleaning and organizing i.e. Clean the store
6. Store decoration i.e. Redecorate the store and reorganize the products, Design new inventory, Decorate store with plants
7. Others

External Activities

1. Contact customers i.e. Learning how to deal with customers who want a lot of discounts, Learn Chinese language to deal with customers, Deal with VIP customers and deliver products, negotiate with customers
2. Sell and promote products i.e. Introduce new product, Make discount tag for the products, Make banners, Learn to introduce products in Chinese language, Record weekly sales, Write articles about the store and products on website, Wrap products as gifts, Learn how to take a delivery order and new Chinese phrases, Set new prices, Discuss new sale with a customer,



Write an article about pottery and publish on website, Learns more about customers' needs and wants, Promote new products, Send advertising through mails, Make thank you notes, Know more which kind of product that customers from different countries will like. Take pictures of the products for the website, Wrap sold products as gifts

3. Take orders from customers i.e. Take new Orders from customer, Make orders to the factory,
4. Conduct marketing research i.e. Do research from customers' suggestions, Present done research about customers' suggestions and discuss with the manager, Do research on new possible locations, Check out competition in the area

Event

Exhibition at 1933 Old Mill Fun Building, a signature of shanghai for its unique architecture, rich cultural heritage and a comprehensive presentation of the past and present cultures of Shanghai.

- Selling porcelain products out of the main location
- Observe the market
- Try new market
- Conduct research in other areas
- Gain knowledge on customers' preference



- การปฏิบัติงาน/โครงการสหกิจศึกษาสามารถเพิ่มศักยภาพสถานประกอบการ

- **Build revenue**

It helps the company build more revenue. Before the program, the company was making forty to fifty thousand baht a month because it was a new branch that had just opened. But during the program, the company earned more and more every month, except for the first month that the revenue did not reach the target, making only 40000 baht. The main reason for that is my Chinese wasn't good enough to actually answer questions or hold a conversation with customers. On top of that, I wasn't familiar with the company and products. I had to speak English with the customers, some do understand, some don't. After struggling in the first month, I improved my Chinese very fast and familiarized myself with the ambience. I was able to sell and the revenue skyrocketed, I ended up making more than 70000 baht in the second month. The last month was my ultimate pride; I made more than 140000 baht which was the highest revenue the store has gained by far. The reason behind it is I learnt the technique, the concept of negotiation, and how to interact with customers. I also built relationships with the customer that's why I had many repeat customers.

- **Manage stocks and save time**

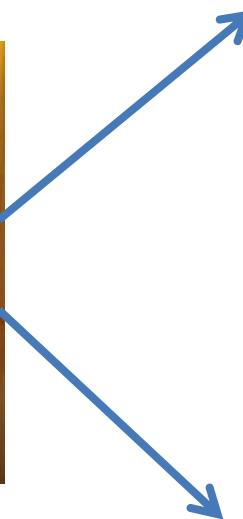
With me being around, I checked stock every week. So that I can call up the factory and let them know exactly what the store needed and what to make according to orders. By doing so, there's no need to send somebody from the factory back and forth to check stock and deliver it. As a result, the company was able to save time and reduce transportation costs.

- **Enhance products**

By creating and designing new products that could attract more customers. For example, design new paintings on cups such as painting of a Chinese kid wearing a Chinese dress to attract foreigners to buy it as a souvenir. I also came up with an idea of gift wrapping which the store never done before. This attracts more teenage customers and increases sales. From what I've noticed about Chinese culture is that when teenagers go out, they tend to buy things and give them to their family as souvenirs.



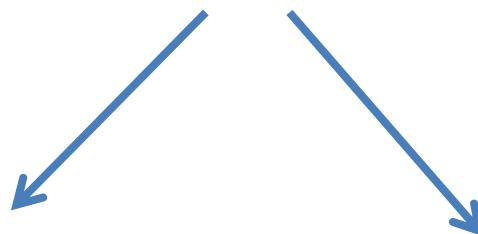
Wrap sold products as gifts





Design new paint

Help design new painting on cups such as painting of a Chinese kid wearing a Chinese dress





- **Conduct research**

I write down and evaluate customers' request, complaints, and ideas towards the products so that I know what type of customer (sex, age, race, etc.) buy or ask about what type of product. For instance, Chinese female teenagers like accessories like bracelets, necklaces, rings, and earpieces. Working women would ask about cups with lids which store did not have back then. Foreigners would buy cups with the same shape and size. With all this information in hand, I was able to assess what product and what design to order.

I also checked out other stores in the area, almost all of them sell clothing products. The only store that has the same line of products as ours is a little bit distance away from the store which is really good because people who are interested in ceramic wares in the area will only come to our store. I also had a chance to discuss with the owner about lowering the price so that we could make more sales but the owner insisted on keeping the same price which is high due to the rent and we were the only one in the area.

- **Public relations and Advertising**

Since the store is still new, I've created a website in English for English speaking customers to get to know the store and the products. I have also made a big flyer that says souvenirs and put it above the entrance of the store.

- **Using communicating and negotiating techniques to create repeat customers**

Foreigners are easier to deal with than the Chinese. Since I'm a foreigner too, I only have to make them feel like I'm one of them, then you convincing them to buy things. On the other hand, it takes a lot of patience to handle Chinese customers; I always put a big smile on my face and am extremely nice (you don't see this often in Chinese stores). Even though they don't make a purchase today, I still greet them nicely and say please come back again because you never know if they want to come back and see the big smile on your face.



Welcome to Shanghai Pure Art Culture Co. Ltd.





- การดำเนินงานมีความถูกต้อง มีระเบียบแบบแผน และทำให้นักศึกษามีโอกาสได้ใช้วิชาความรู้ทักษะที่ได้เรียนมา

Co-operative Education program helps the company as followed

-Apply and use what you have learnt in classrooms

-Advanced English, Intermediate Chinese, International Business Communication

English and Chinese are very useful to this internship program in order to be able to communicate with customers.

-Principles of Marketing, Business Research

It helps me conduct a research on products and targets. Some products are considered expensive compare to similar products. For example, ashtrays were high on the price but after lowering it, they were sold out in seconds.

-Introduction to International Business, Negotiations, Planning in Business Communication

You have to know your customers' background before you come in contact with them. It helps you deal with them easier. For example, Chinese people will negotiate at a very low price. You actually have to let them know in advance that the maximum discount is 5% of the price tag even though it is 15%. In case of foreigners, you can go ahead and tell them it's 10%

-Business Ethics

Business ethics teaches you to be honest and not to commit fraud. You write down and keep track of your money according to what and how much you sold.

-Professional and Business writing

I applied from what I learnt in this class to article writing that later was put on the store's website for advertising purposes.



● ความพึงพอใจของสถานประกอบการต่อการปฏิบัติงาน/โครงการสหกิจศึกษา

On evaluation, the owner gave me 99 out of a hundred which was really good. She said I was a quick learner, efficient, punctual, and able to solve unexpected problems. After 16 weeks of the program, the owner sent me an email saying that she wants me to go back and work for her again.

EVALUATION FORM	
Department in Which the Student Rotated:	
<u>Sales Department</u>	
Name and Title of Supervisor: (Printed)	
<u>Dong Lili</u> Title <u>General Manager</u>	
Supervisor's Phone Number with Area Code <u>(86) 21 - 52163990, 18917805845</u>	
Date of Evaluation: <u>22 / 4 / 11</u>	
Please rank the student on each performance attribute according to the following scale:	
1 = Unacceptable Performance 2 = Below Average Performance 3 = Average Performance 4 = Above Average Performance 5 = Excellent Performance	
Performance Attribute	Rank Given
1. Student arrived on time to work as scheduled.	<u>5</u>
2. Student arrived to work in uniform as expected.	<u>5</u>
3. Student came to work prepared and with Intern Manual.	<u>5</u>
4. Student displayed appropriate behaviors.	<u>5</u>
5. Student used professional language as expected.	<u>5</u>
6. Student displayed professionalism.	<u>5</u>
7. Student asked for work as appropriate.	<u>5</u>
8. Student displayed positive attitude.	<u>5</u>
9. Student is suited to this type of work.	<u>5</u>
10. Student is eager to learn.	<u>5</u>
11. Student is capable to understanding demands of department.	<u>5</u>
12. Student asked questions from Intern Manual.	<u>5</u>

13. Student asked to work on available projects.	<u>5</u>
14. Student developed new materials for use in my department.	<u>4</u>
15. Student attended meetings as expected.	<u>5</u>
16. Student completed assignments to quality level expected.	<u>5</u>
17. Student worked well with others.	<u>5</u>
18. Student accepted responsibility.	<u>5</u>
19. Student listened attentively.	<u>5</u>
20. Student was genuinely interested in the responsibilities of this department.	<u>5</u>
Total Points Out of 100 (Add up all lines)	<u>99</u>
(Total Here)	
Grading Scale:	90-100 = A 80-89 = B 70-79 = C 60-69 = D 50-59 = F No plus or minus caveats are given
Assigned Letter Grade <u>A</u>	
Notes, Suggestions, Guidance:	
<u>To accept more knowledge about BTB or BTC, you will be more successful in this area.</u>	
Student Name (Printed) <u>Ratthaporn Pramthameerat</u>	
Student Signature <u>Ratthaporn Pramthameerat</u> Date: <u>22 / 4 / 11</u>	
Supervisor's Name (Printed by Supervisor) <u>Dong Uli</u>	
Supervisor's Signature <u>Dong Uli</u> Date: <u>22 / 4 / 11</u>	



SPU International College
Cooperative Education Office
Supervisor's Evaluation

Supervisor's Evaluation Report on Work Experience Student
Site Name: Sales assistant Date: 22/4/11
Supervisor Name: Dong Li Title: General manager
Student's Name: Ratthaporn Prammaneeraat Student Title: Student Trainee

Please Rate the Student According To The Following:

Relations with Others

- Exceptionally well accepted
- Works well with others
- Gets along satisfactorily
- Has some difficulty working with others
- Works very poor with others
- Unable to evaluate

Judgment

- Exceptionally mature
- Above average in making decisions
- Usually makes the right decision
- Often uses poor judgment
- Consistently uses poor judgment
- Unable to evaluate

Ability to Learn

- Learns very quickly
- Learns readily/works with minimal supervision
- Satisfactory
- Rather slow to learn
- Very slow to learn
- Unable to evaluate

Serves Clients/Customers

- Extremely attuned to need of clients
- Very supportive, enthusiastic
- Satisfactory
- Poor
- Inconsistent, sometimes not attentive to needs of clients
- Unable to evaluate

Negotiating Ability/Problem Solving

- Excellent use of resources, ability to reach consensus
- Clearly identifies problems and solutions
- Listens and provides support
- Unable to independently resolve conflict
- Unable to evaluate

Attitude-Application to Work

- Outstanding in enthusiasm
- Very interested and industrious
- Average in diligence
- Somewhat indifferent
- Definitely not interested
- Unable to evaluate

Dependability

- Completely dependable
- Above average dependability
- Usually dependable
- Sometimes neglectful or careless
- Unreliable
- Unable to evaluate

Quality of Work

- Excellent
- Very Good
- Average
- Below average
- Very poor
- Unable to evaluate

Works with Diversity

- Excellent awareness and respect for cultural differences
- Recognition of standards other than his/her own
- Needs improvement
- Demonstrates lack of willingness to accept others different from self

Punctuality

- Regular
- Irregular

Attendance

- Regular
- Irregular

SUPERVISOR'S EVALUATION

PAGE 2

Please check the performance category which best describes the student's overall performance.

- Outstanding performance, substantially exceeded expectations:
- Exceeded expectations and performance standards:
- Met all performance standards:
- Met some performance standards, but did not meet expectations:
- Performance substantially below normal expectations and standards:

Please indicate any particular strengths and/or weaknesses you feel this student possesses:

very smart.

Please describe what you feel the student has learned during this experience, and what personal or professional growth he/she has demonstrated.

chinese/sales/solving problem

Please make any comments regarding the work experience / co-op program at SPU you feel are appropriate:

Good

If there was a position available, would you consider hiring this student as full-time employee upon graduation? Yes. No.

This report has been discussed with the student: Yes. No.

The co-op student/intern will remain with us for the next semester.

I will need a co-op student/intern for the next semester

Please call me to discuss future co-op and intern opportunities

I know someone else who would like information about this program:

Dong Li

Signature/ title

April 22 2011

Date

Cooperative Education Office

SPU International College, Bangkok, Thailand

Fax: (662) 579-1111 Ext. 1432

Phone: (662) 579-1111 Ext. 1432

SPU International College
Cooperative Education Office

Site Agreement

Student Information

Ratthaporn Prammaneeraat Student Trainee January, 4 2011 - April 22, 2011
Student Name Position Title Start Date/End Date

I have agreed to work 40 hours per week at THB Per hour
or THB 2,000 Per week.

Site Information

Shanghai Pure art Culture Co., Ltd
Company/Agency/Organization
Room 620, No.125, West Tianshan Road, Shanghai
Mailing Address
Dong Li General manager 86-021-8917805845
Supervisor's Name Title Tel. no.

Criteria for Participation

The on-site supervisor agrees to provide meaningful assignments and guidance related to the academic program of the student and to assist the student achieve learning objectives for the work experience. The site will allow visits by the student's academic advisor as needed and agrees to complete and evaluation form provided by the college that will assist the instructor in assigning a grade. In addition, the site agrees to adhere to all federal and state regulations regarding employment, safety, worker's compensation, child labor laws, minimum wage, and other applicable regulations pertaining to employment of a student.

The student agrees to adhere to all standards of conduct, performance, ethics, and respect for confidentiality appropriate to the profession and the site location.

Ratthaporn Prammaneeraat April 22, 2011
Student's Signature Date

Dong Li April 22, 2011
Supervisor's Signature Date



- ทักษะการดำรงชีวิต (Survival Skills)/การปรับตัวกับสภาพแวดล้อมธุรกิจ เศรษฐกิจ และสังคมในต่างประเทศ

- Fitting in and getting along with Chinese colleagues and customers including foreign customers.

In order to learn Chinese language and culture, you have to be friends with other stores surrounding you. For example, I would eat like the Chinese by ordering from the same restaurant. Firstly, I would have my friend place an order for me and write down in a piece of paper what food tasted good so I could order it for myself some other day.

Adapting myself with the Chinese customers was not a big deal. Once you are used to the people and the language, you can expect the same type of questions everyday like “What is this white cup made of?” or “Is it heat resistant?”

Adapting myself to foreign customers was not difficult. I would ask questions just to break the ice such as “Where are you from?” or “Are you travelling?” This makes customers feel comfortable talking or having you around.

- Fitting myself in the society

In China, there is a huge gap between the rich and the poor just like Thailand but Chinese population is a lot more, you can find thieves and pick pockets on the street everywhere. You have to be extremely careful of your belongings, look after yourself, it's a fish eat fish world.

While I was there, my cell phone and my purse got stolen. One of my friends told me that thieves can actually pick pocket you by using chopsticks so you must be careful and keep an eye on your belongings.

- Fitting in Shanghai's economy

Due to the large population in Shanghai, there is a lot of competition. You have to be enthusiastic and creative at the same time to match your competitors. For example, you have to come up with new designs and product lines to keep it in the trend such as plates, bowls, tea sets and accessories. Also you have to know which product is high in demand for you to survive in the market.

- Apply Chinese culture to daily life

There are some good things about Chinese culture that you can copy



1. Prevent the world from global warming- grocery stores in china don't give away plastic bags, you have to buy one. Therefore, most shoppers take their own bags to shopping.
2. Reduction of gasoline and pollution- all motor bikes and scooter in china are electronic, they use batteries, so at the end of the day they will recharge the battery on the bike.
3. Drinking tea- tea helps reduce and dilute fat from your body. Chinese people drink tea like water.

- พัฒนาการของนักศึกษาสหกิจศึกษานานาชาติที่ทำให้นักศึกษามีศักยภาพสูงขึ้นกับบริบทประชาคมเศรษฐกิจอาเซียนและ APEC เขตการค้าเสรีนำเสนอโดยการสะท้อนกลับด้วยตนเอง (Self Reflection) ของนักศึกษาใน VDO Clip 3 นาที

Development of Cooperative International Student depends on Asian Cooperation's Economy and APEC under Free trade area, revealing by student self-reflection's VDO clip (the VDO clip lasts for 3 minutes on

<http://dl.dropbox.com/u/70727525/RatthapornP.wmv>