



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

